

Former Tecumseh Site Redevelopment Visioning Workshop #3

October 14, 2014



WELCOME!

Dianne Reese, Mayor



Introductions

City of New Holstein

- Michael Stutz, Chairperson of the CDA
- Cassandra Langenfeld, City Clerk/Treasurer
- CDA members

ECWRPC

- Eric Fowle, Executive Director
- ~~Dave Kress, Planner~~ *(he left us!)*

Stadtmueller & Associates

- Randy Stadtmueller
- Renee Torzala

Calumet County UW-Extension

- Mary Kohrell, Community Development Educator



The Workshop Process

Workshop I – August 5, 2014

- Placemaking (sociability / comfort & image) at the community level.

Workshop II – September 11, 2014

- Placemaking (access & linkages / uses & activities) at the neighborhood level.

Workshop III – October 14, 2014

- Concept plans, based on input gathered at Workshops I & II, for community members to react to.



Workshop Expectations

- Gather community input
- Recognize scale of opportunity
- Establish framework for redevelopment
- (Re)create an identity for the Tecumseh site
- Identify planning/regulation tasks for the City and its consultants
- Maximize use of property
- Address potential land use conflicts
- Ultimately, redevelopment is market-driven

Tonight's Program/Schedule

6:00 – Introduction & Overview

- Recap of Workshops I & II;

6:15 – Presentation of Redevelopment Concept Plans

6:45 – Discussion / Questions

7:45 (at the latest) – Wrap-up & Next Steps



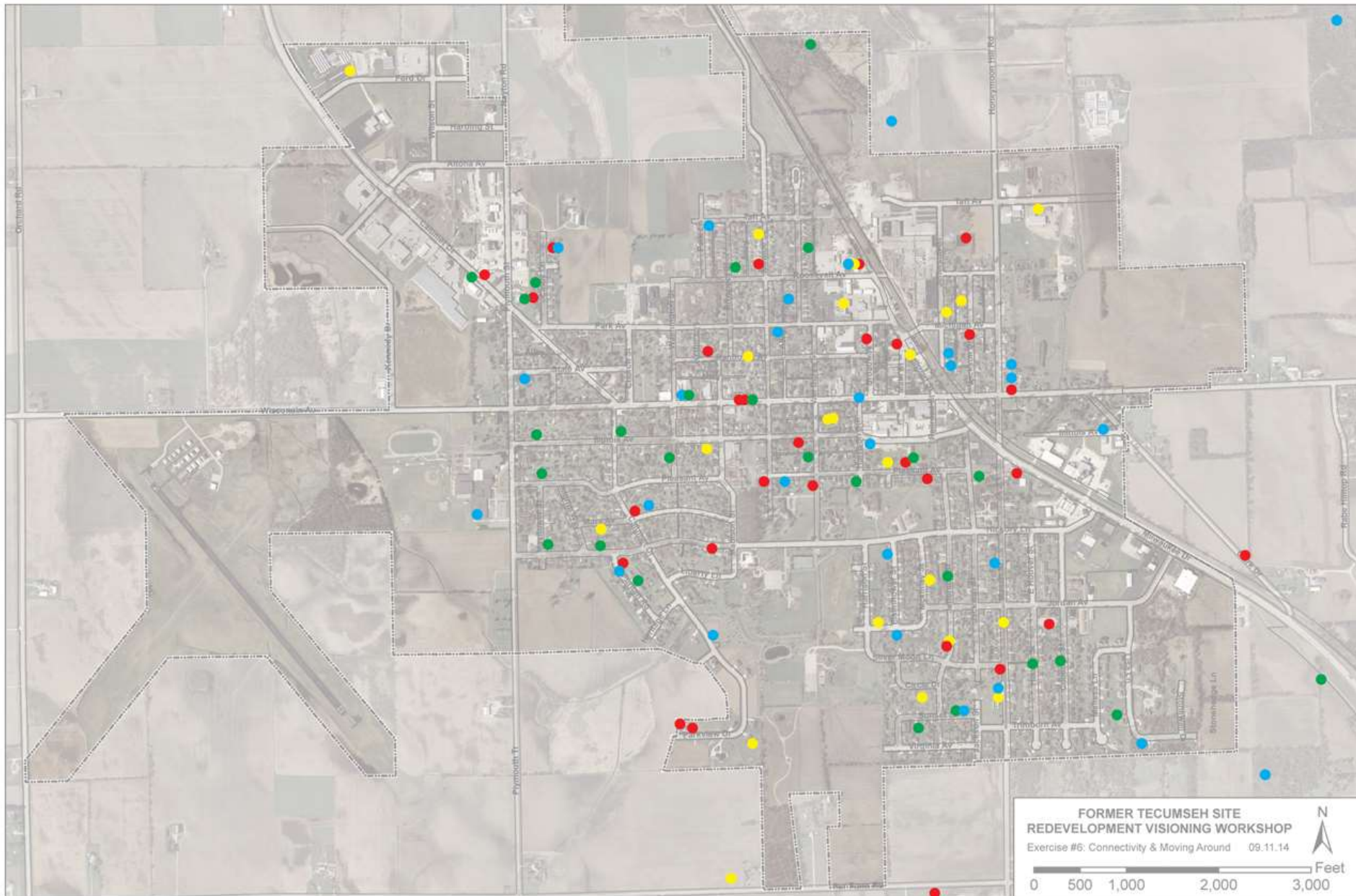
Importance of Public Input

- By asking questions and listening, we can discover **YOUR** needs and aspirations.
- This information helps create a shared **VISION** for the future.
- The **VISION** provides the foundation for an **IMPLEMENTATION** strategy for new development.
- It takes a **PLACE** to create a **COMMUNITY** and a **COMMUNITY** to create a **PLACE**!

RECAP OF WORKSHOP #1

Public Workshop Participant Location Map

5-5-14



Ex. #1: Appreciative Inquiry

Most mentioned attributes of New Holstein:

- Parks/Pool
- Airport
- Friendliness
- Safe
- Schools
- Centrally-located
- Small Town/Quiet

Other common themes:

- Railroad
- Low-cost homes
- Community pride
- Garden center /Restaurants
- Assisted Living/Seniors
- Good Employment
- Walkable
- Clean and well-kept neighborhoods

Former Tecumseh Site Redevelopment Visioning Workshop

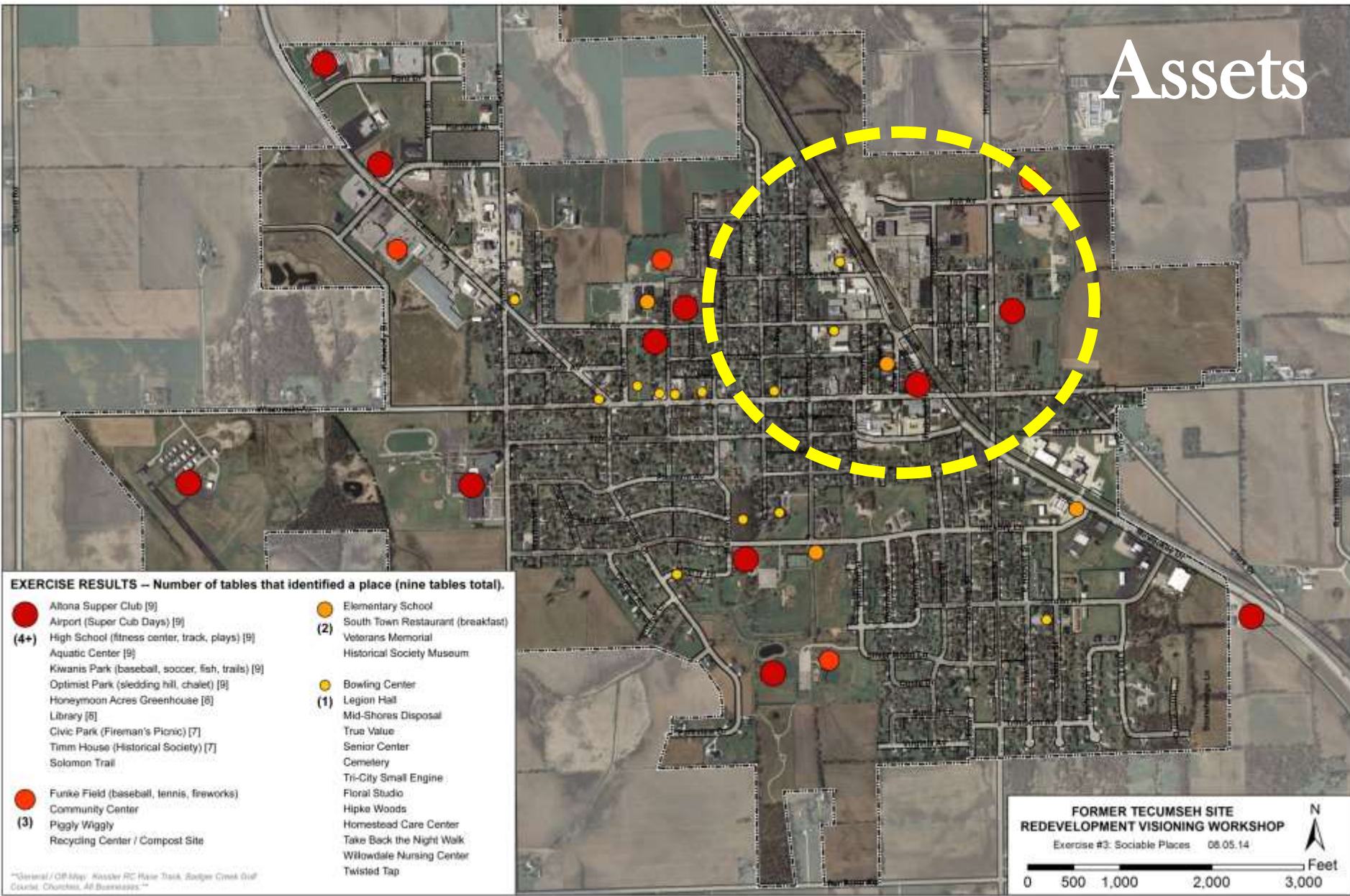
08.05.14 Exercise #2 – Community Identity

PURPOSE: Create a list of qualities and characteristics that define the community of New Holstein and contribute to its identity and “sense of place.”



PAST (historic)	PRESENT (current culture)	FUTURE (what should/could be?)
<p><u>Common Themes</u></p> <ul style="list-style-type: none"> • Manufacturing/Blue Collar • Tecumseh • Agriculture • German Heritage • Timm House/ Historical Society • Hipke Canning • Community Pride • Strong Work Ethic 	<p><u>Common Themes</u></p> <ul style="list-style-type: none"> • Small Business • Quality schools/ athletics • Low-cost homes • Airport/RR potential • Great fire/police services • Great Fireworks & Picnic • Bedroom Community (commute for work) • Great Parks • Lack of Retail • Peaceful/Safe • Good work ethic • Aging Community 	<p><u>Common Themes</u></p> <ul style="list-style-type: none"> • Attract mix of small business and manufacturing • Use airport and RR • Attract younger people • Outdoor recreation - (trails, athletics, add mini golf, go karts, etc.) • Attract TECH workforce • Add events/music/food • Community Gardens • More retail (fast food, pharmacy, grocery, coffee) • Dog Park /Skate Park • Enhanced quality of life • Medical Clinic

Assets



Former Tecumseh Site Redevelopment Visioning Workshop

08.05.14 Exercise #4 – Business / Events & Programming Gaps

PURPOSE: Develop a list of business types and events/programming that could be added in New Holstein to serve the needs of residents and other businesses.



Business types missing?

Common Themes:

- Pharmacy
- Fast Food/
Sandwiches
- Culvers/**Ice Cream**
- **Technical College**
- **Coffee Shop**
- Clothing Store
- Fitness Center
- **Organic Food/
Grocery**
- Car Dealership
- **Brewery/Brew Pub**
- Department Store
- Dentist
- **Small Manufacturing**

Other ideas:

- Go Karts/Mini -
Golf/Recreation
- **Daycare**
- Nail Salon
- Technology Ctr
- Movie Theater
- ATV park
- **Wedding Hall/
Banquets**
- Electronics
- Car Wash
- Shoe Store
- Papa Murphy's

Events/programming missing?

Common Themes:

- **Brew Pub/Beer Festival**
- **Community Events/Live Music**
- Lake Activities/Canoe
- **Ethnic Events – German**
- Winter Rec -Skiing/Skating/ Sledding
- Live Theater
- Fishing/Outdoor Recreation
- **Farmers Market**
- **Community Gardens**
- **Car Show**
- Designated Parks -Skate or **Dog Park**
- **Young Adult & Senior Events**
- Movie Nights
- More Sports Leagues

Ex. #5: Comfort & Image

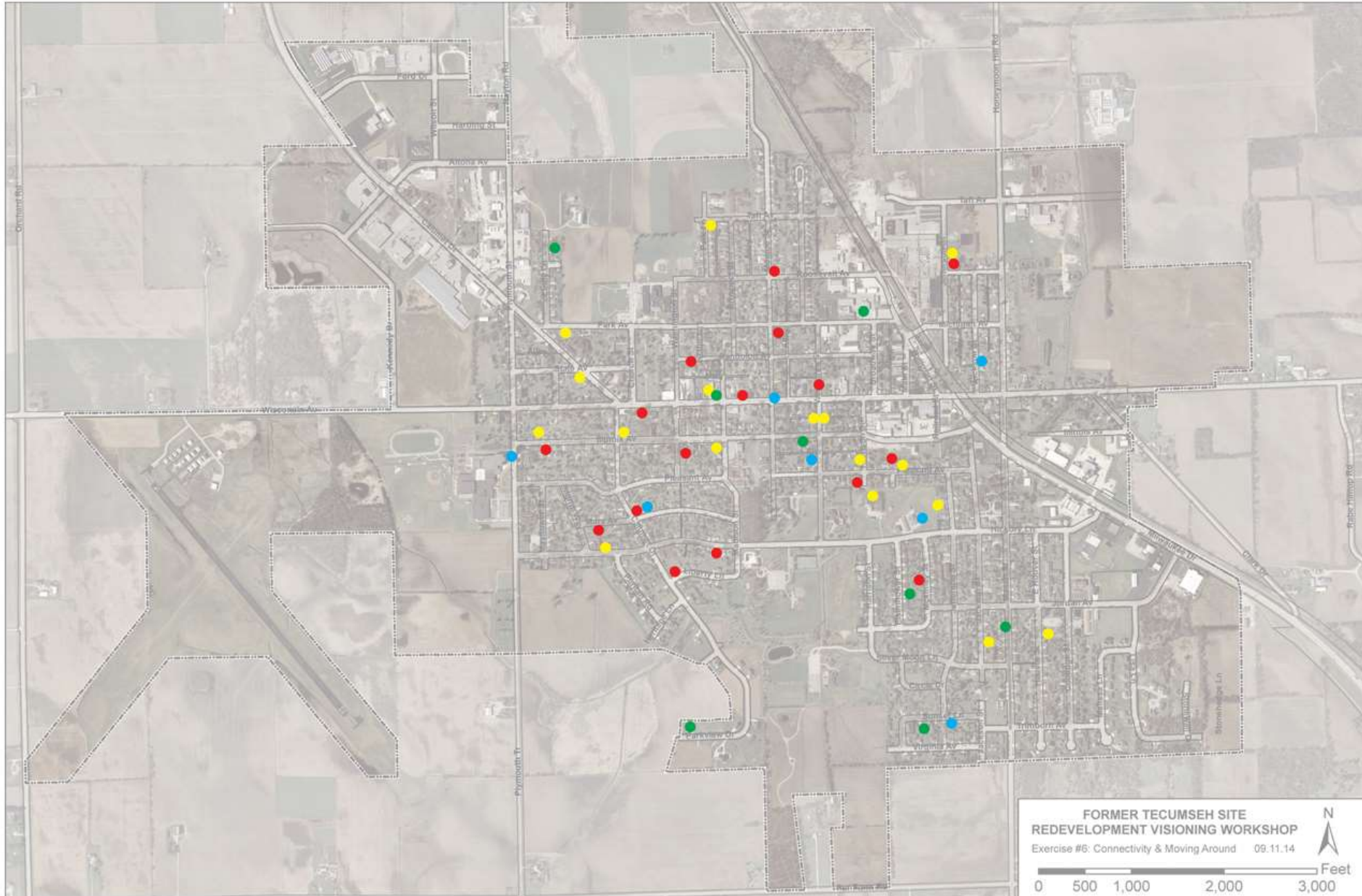
Common Themes:

- Mixed-use – residential with small business/retail
- Brewery/Brewpub
- Sports Complex/Fitness (mostly indoor)
- Community Garden
- Tech Center
- Some Park Space/Green Space
- Tie/connect to Downtown Area
- Include RR & Airport in plan
- Create places for people to gather/recreation
- Create appropriate transition between mixed uses
- Daycare/Adult Care
- Warehousing & Light Manufacturing

RECAP OF WORKSHOP #2

Public Workshop Participant Location Map

9-11-14



Ex. #6: Connectivity

Purpose

- Determine important linkages, and accompanying modes of transportation, to/from the former Tecumseh site.

Instructions

- As a small group, use the city-wide map to identify key locations the site/development should connect to. What mode(s) of transportation should be used (walking, biking, etc.)?

Table #1



Table #2



Table #3



Table #4



Table #5



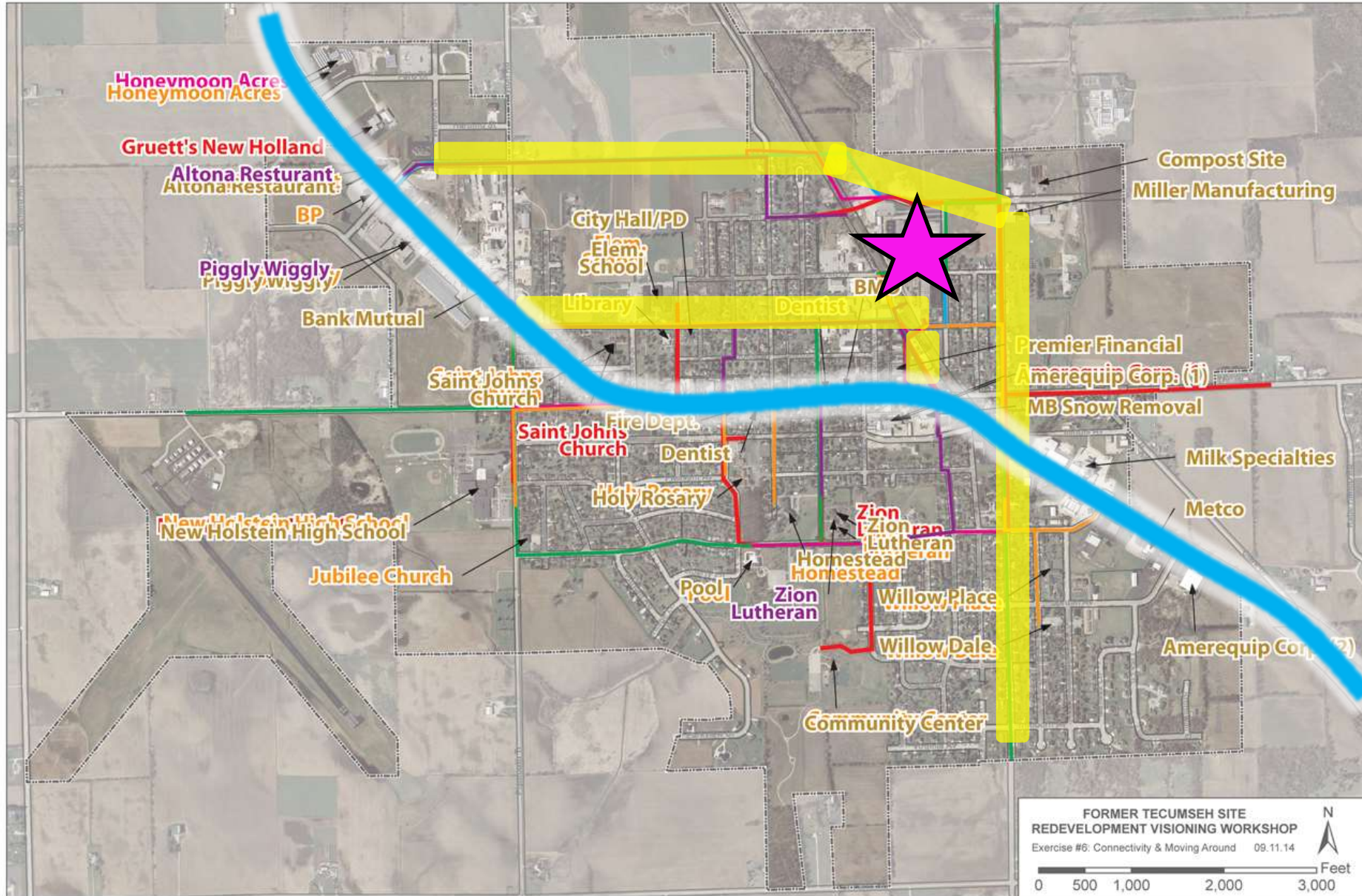
Table #6



Table #7



Excercise #6 Connectivity



Ex. #7: Building Blocks

Purpose

- To define and break up spaces within the former Tecumseh site.

Instructions

- As a small group, use the site-level map to generate potential street/block patterns for the site. How does your group's pattern relate the existing street network and adjacent railroad?

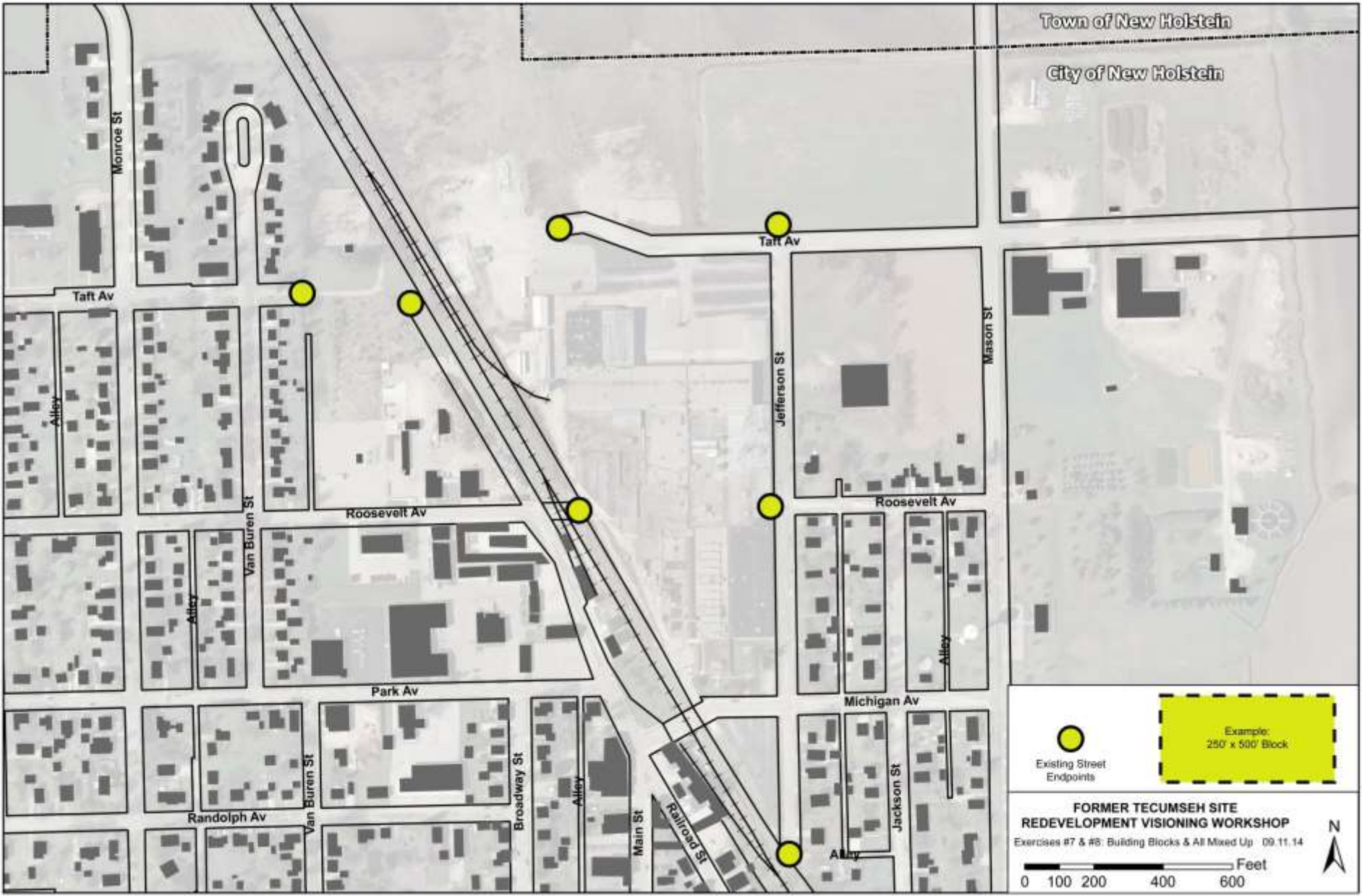


Table #1



Table #2



Table #3



Table #4



Table #5



Table #6



Table #7

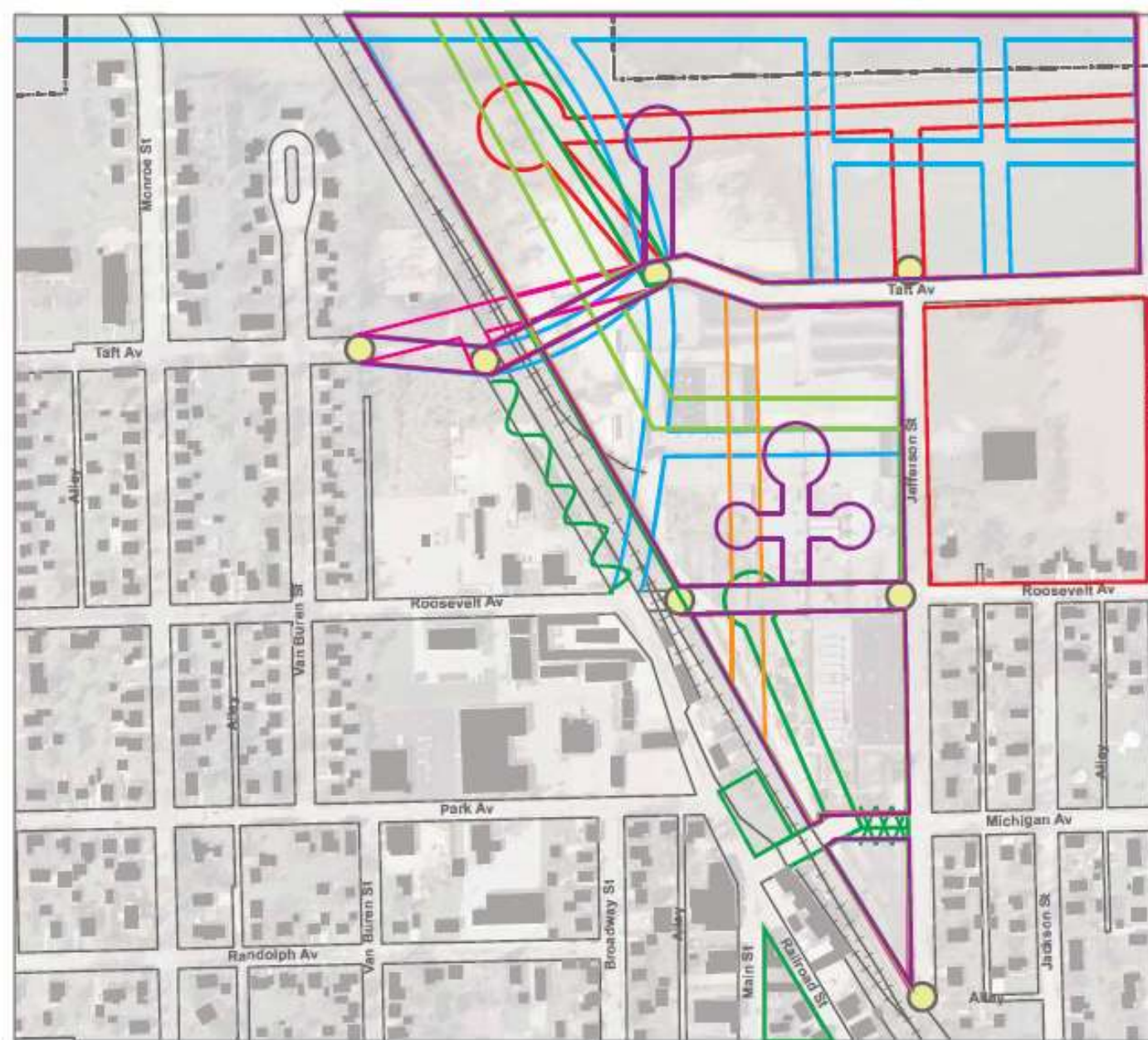


Ideas & Issues:

Grid pattern
evident;

Interior access key
/ limit amount of
road;

RR X-ings of
concern.



Existing Street
Endpoints



FORMER TECUMSEH SITE
REDEVELOPMENT VISIONING WORKSHOP
Exercises #7 & #8: Building Blocks & All Mixed Up 09.11.14

0 100 200 400 600 Feet



Ex. #8: All Mixed Up

Purpose

- Generate discussion about appropriate land use types and ratios for the former Tecumseh site.

Instructions

- As a small group, use the street network map (developed for Exercise #7) to identify the mix and location of various land uses (residential, commercial, industrial, institutional, etc.).

Table #1



Table #2



Table #3



Table #4



Table #5



Table #6



Table #7



Ex. #9: Density & Intensity

Purpose

- Identify community preferences for the site regarding future development patterns (land use, building type/style, etc.).

Instructions

- Using the worksheets provided, assign a ranking to each type of development and offer comments/rationale, as applicable.

DESIGN PREFERENCE SURVEY

Parking Types

Parking A



Parking B



Parking C



Parking D



DESIGN PREFERENCE SURVEY

Employment Types

Employment A



Employment B



Employment C



Employment D



DESIGN PREFERENCE SURVEY

Retail / Commercial Types

Retail A



Retail B



Retail C



Retail D



DESIGN PREFERENCE SURVEY:

Residential Types

Table # _____

Please indicate your preference for each building type by placing an 'X' on a ranking from 0 - 4. Also, feel free to add explanations/comments in the space provided.

Housing A



Single Family Housing:

- 1 or 2 story single family houses
- Attached or detached garages adjacent to streets or alleys
- Lots sizes compatible to surrounding neighborhood
- Street widths and patterns appropriate to scale of lots with sidewalks throughout
- Housing type might be integrated with limited amount of business, or townhouses in appropriate locations

4 More of this type

3

2

1

0 None of this type

COMMENTS:

Housing B



Attached Single-Family Housing:

- Most buildings are 2 - 3 stories
- Includes garages & townhouses (wherever)
- Garages accessed by other streets or alleys
- Building and lot configurations may be clustered to promote open space
- Buildings set closer to sidewalk
- May be mixed with single-family or medium-density housing
- May be adjacent to commercial uses

4 More of this type

3

2

1

0 None of this type

COMMENTS:

Housing C



Small Multi-Family Housing:

- 2 to 4 story buildings
- Wide variety of building designs
- Parking typically provided on surface lots, garage courts, and underground
- Garages accessed from streets, alleys or private drives
- May be mixed with townhouses or larger multi-family housing
- Some commercial uses may be found on the ground floor in some locations

4 More of this type

3

2

1

0 None of this type

COMMENTS:

Housing D



Larger Multi-Family Housing:

- 3 to 6 story buildings
- Larger scale buildings on larger lots may include large multi-building complexes
- Parking typically provided on surface lots and underground parking
- May be mixed with small multi-family housing
- Commercial and retail uses might be found on the ground floor at some locations
- May be adjacent to and mixed with commercial and employment uses

4 More of this type

3

2

1

0 None of this type

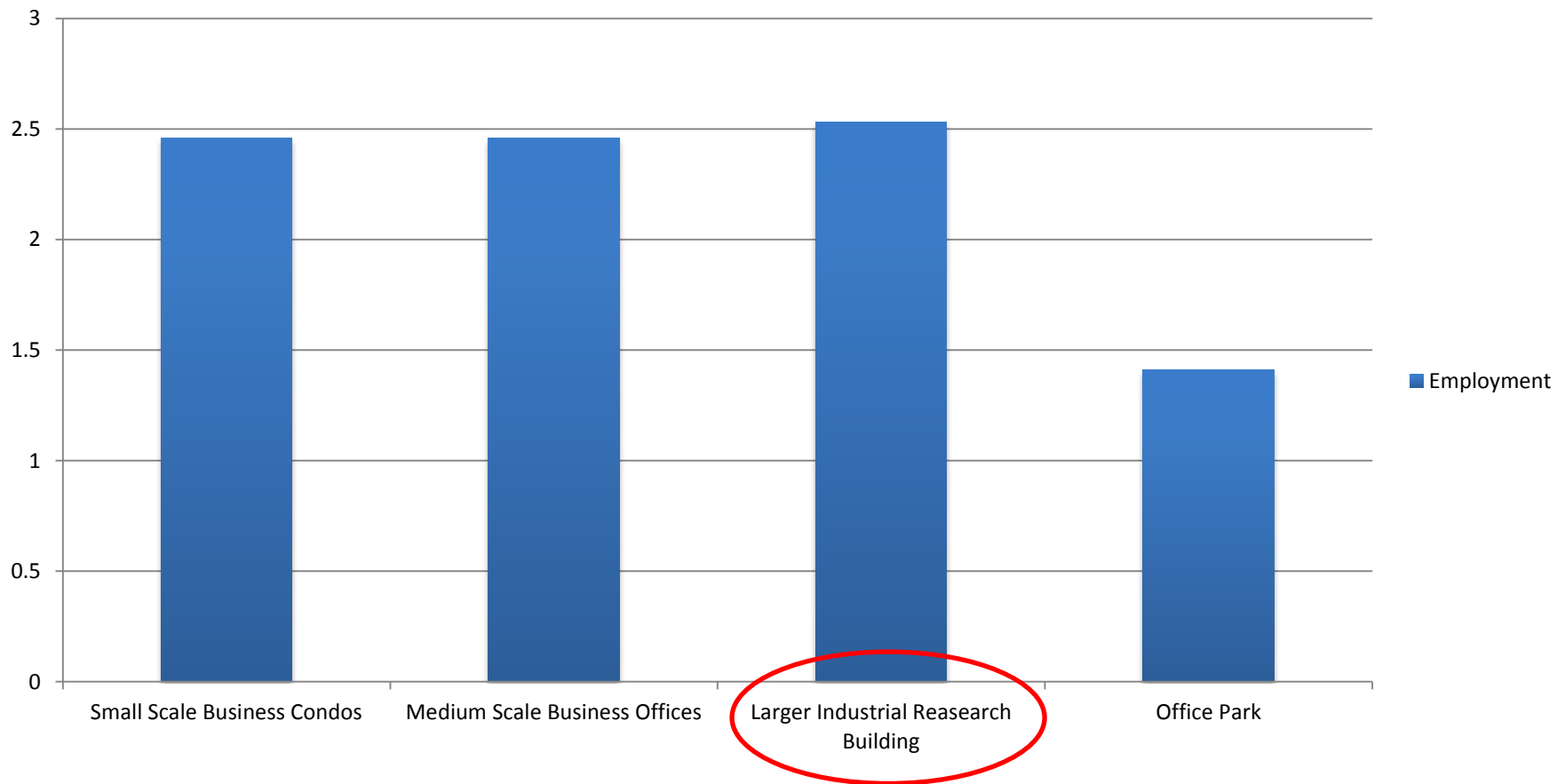
COMMENTS:

Ex. #9 Results: Design Preference

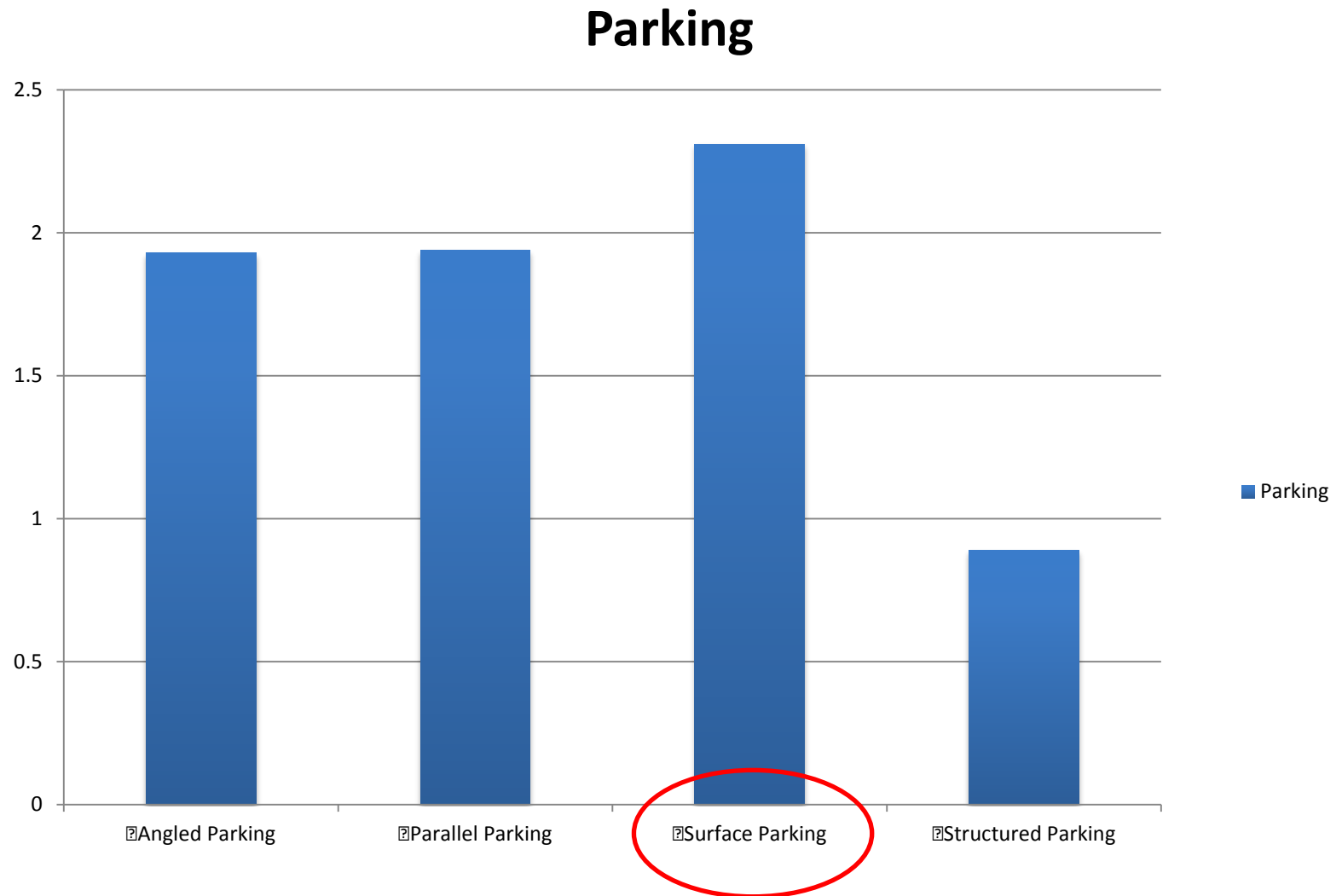


Ex. #9 Results: Design Preference

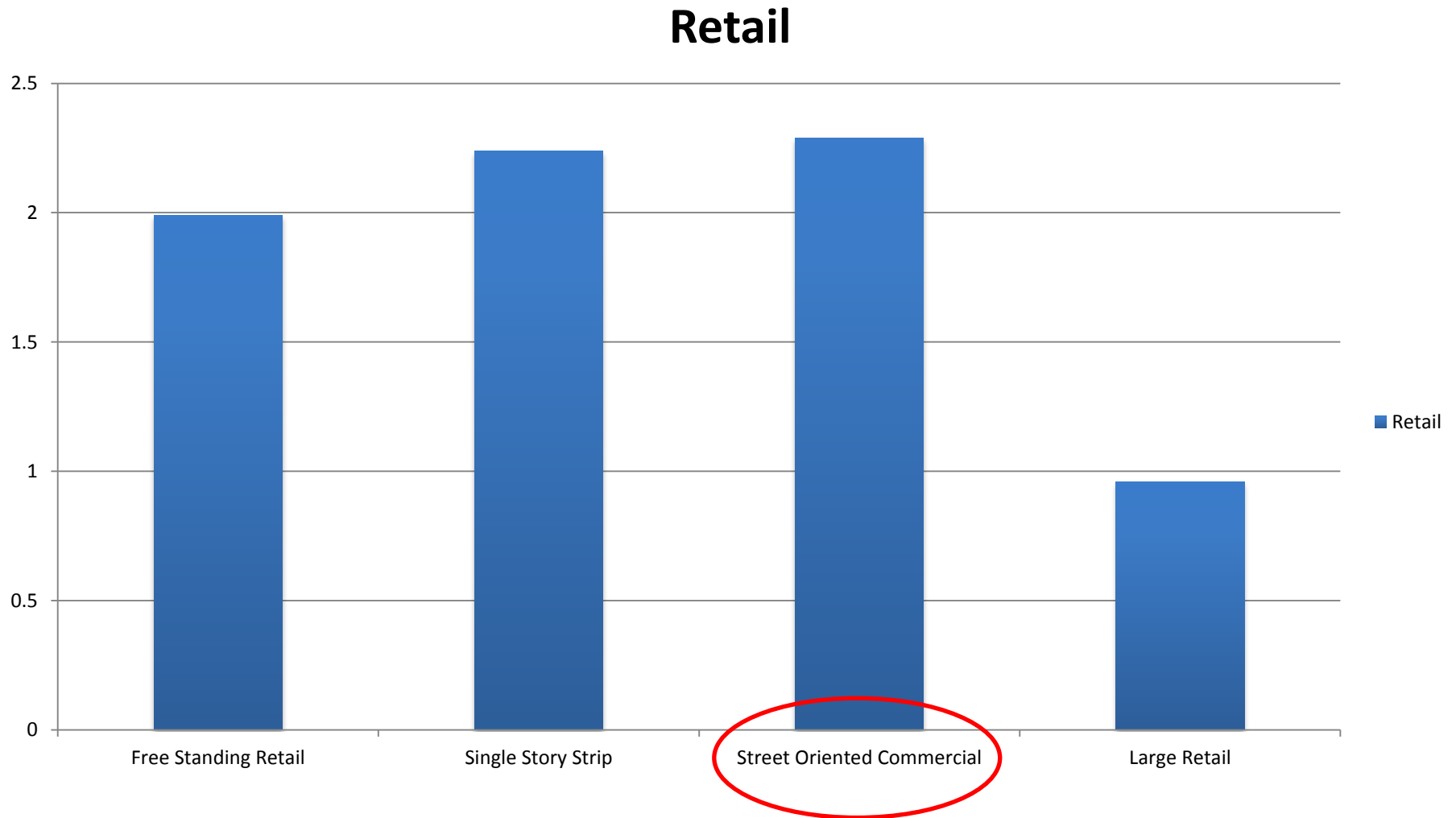
Employment



Ex. #9 Results: Design Preference



Ex. #9 Results: Design Preference



Ex. #10: Other Big Ideas

Purpose

- Brainstorm potential ideas and generate discussion pertaining to the long-term development of the former Tecumseh site.

Instructions

- Using the feedback form provided, jot down any other “big picture” ideas that could potentially be rolled into future redevelopment concepts and plans.

EXERCISE #10: ANY OTHER 'BIG' IDEAS?

Please use the space below to add any other concepts and ideas you may have for the future of the former Tecumseh site. Remember, no idea is too mild or wild.

Brew Pub

Fast Food/Restaurant

Pharmacy

Any new technology –

Environmental/Bio energy.

Jobs and careers

New retail and restaurants

Target Store or warehouse

WMCA/YMCA

Burger King

Employment Agency

Little Caesars

Sports Center/Mini golf

Technical College

Green Space

Farm Land

Prison/Correction Facility

Town Square – Gathering Place

Office with residential above

Expansion of Mill and Salvage Co.

Senior Housing

Downtown businesses

Theme Park

ATV/Motorcycle/Snowmobile store

Indoor Water Park with lap pool

Tie **Historical Area** (Wisconsin, Main, RR St.) into the plans.

Fish Farm

REDEVELOPMENT CONCEPT PLANS

Town of New Holstein

City of New Holstein

Monroe St

Taft Ave

Van Buren St

Roosevelt Ave

Park Ave

Randolph Ave

Broadway St

Whittier St

Railroad St

Algonquin St

Jackson St

Michigan Ave

Roosevelt Ave

Mason St

FORMER TECUMSEH SITE
City of New Holstein

0 100 200 400 600 Feet

N

City of New Holstein

T H A W

Josep

Roosevelt Av

Roosevelt Av

Park Av

Michigan Ave.

Randolph Av

10175 Brown St.

15 Ave. Pacific

10

14

City of New Holstein

00 Feet



Placemaking

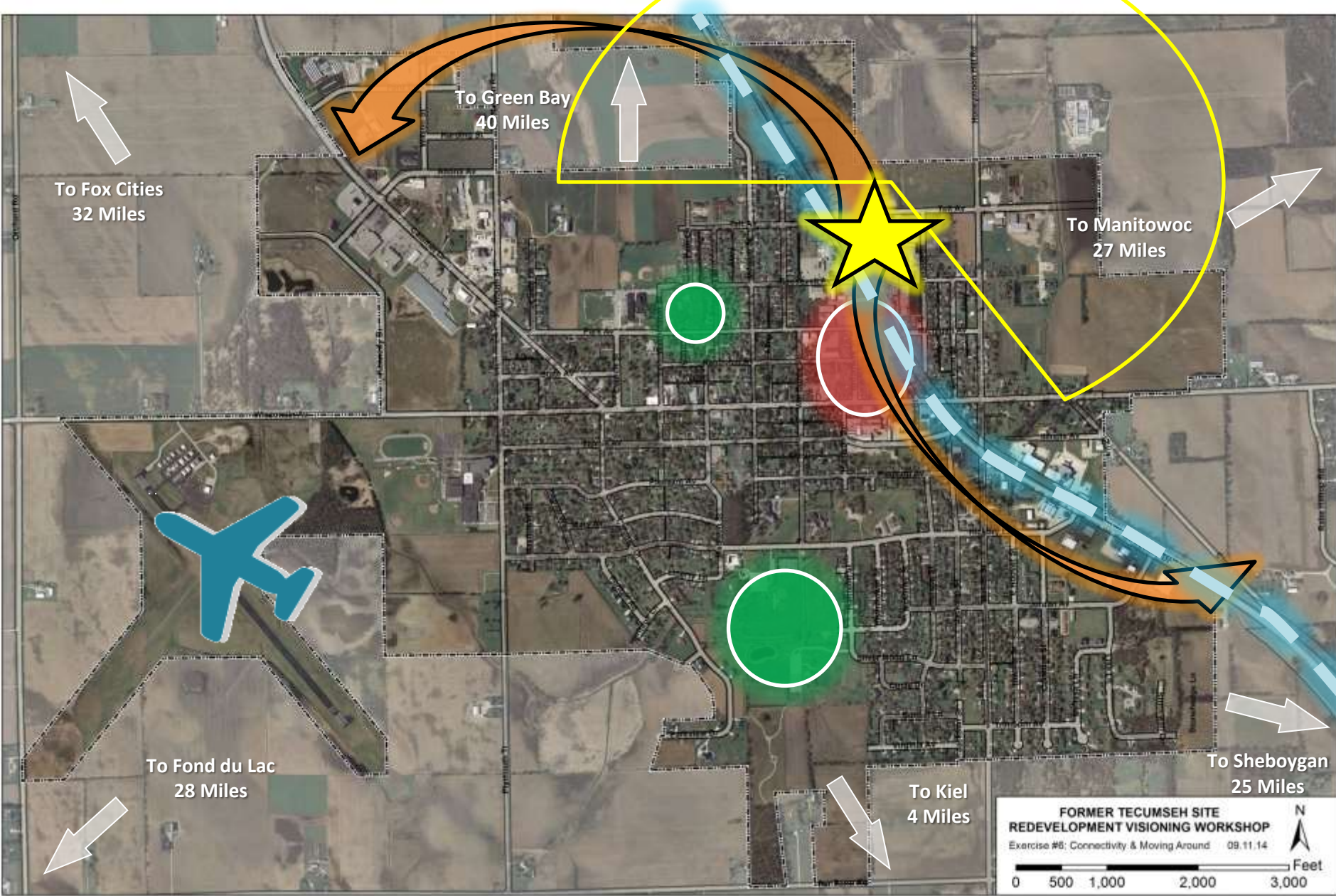
Placemaking is a people-centered approach to the planning, design, and management of public spaces. Successful places have four key qualities:

- They are accessible;
- People are engaged in activities there;
- The space is comfortable and has a good image; and
- It is a sociable place – one where people meet each other and take people when they come to visit.

What Makes a Great Place?



- key attributes
- intangibles
- measurements



Tecumseh Site



Concept #1

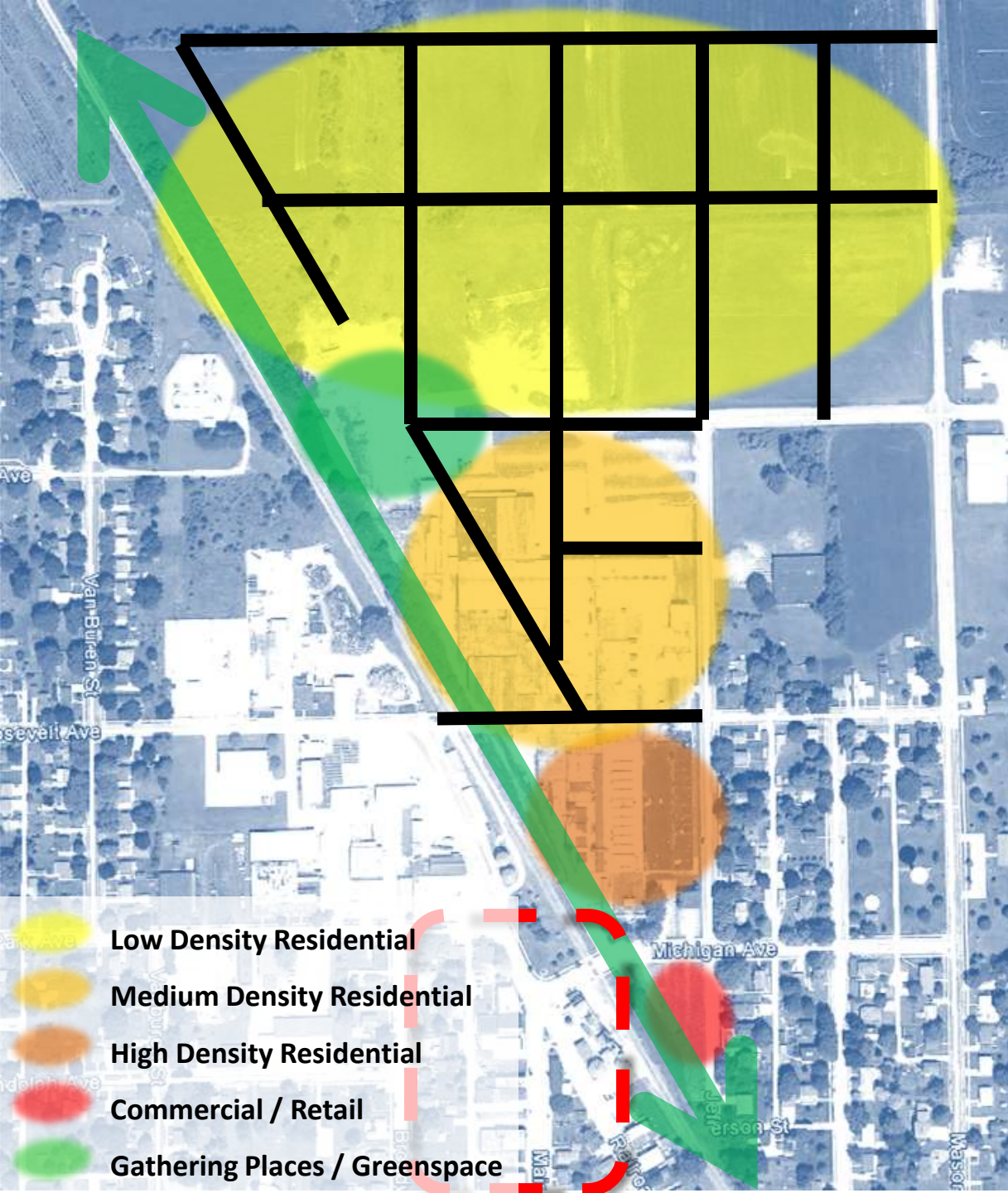
Residential Expansion

Description:

Typical residential development – driven by “Building Blocks” exercise, but not a lot of support and/or feasibility based on current market demands

Elements Include:

- Low, Medium & High Residential development
- Commercial/Retail Development
- Gridded street system
- Park
- Recreational Trail
- **Redevelopment of Downtown (critical)**



Low Density Residential

Medium Density Residential

High Density Residential

Commercial / Retail

Gathering Places / Greenspace

Concept #2

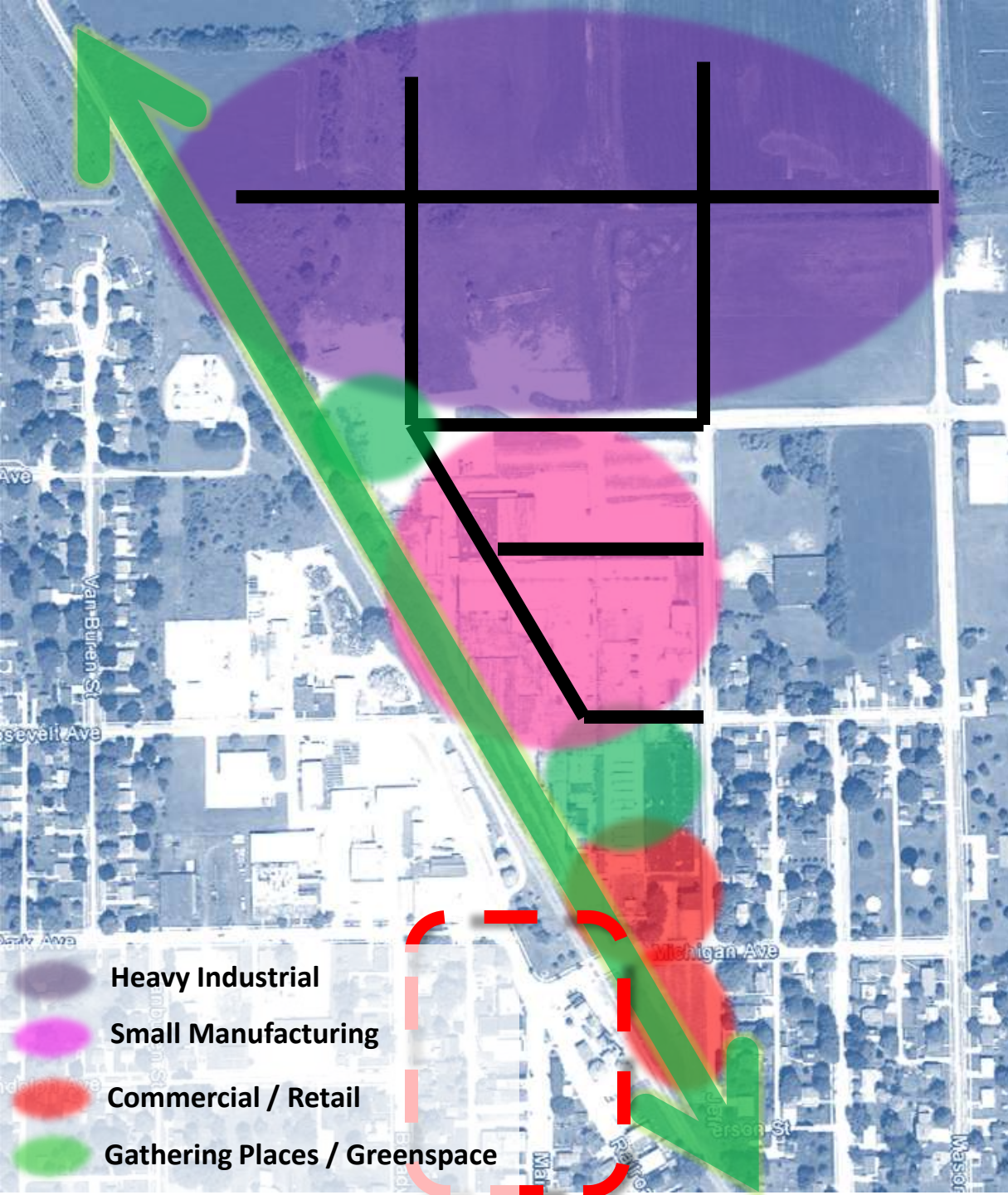
Industrial / Research Park

Description:

Typical industrial park development. No targeted focus. Combination of small manufacturing and office.

Elements Include:

- Focus on industrial development;
- Typical industrial park
- Some opportunities for research / office
- Park (Gathering space)
- Recreational Trail
- **Redevelopment of Downtown (critical)**



Heavy Industrial

Small Manufacturing

Commercial / Retail

Gathering Places / Greenspace

Concept #3

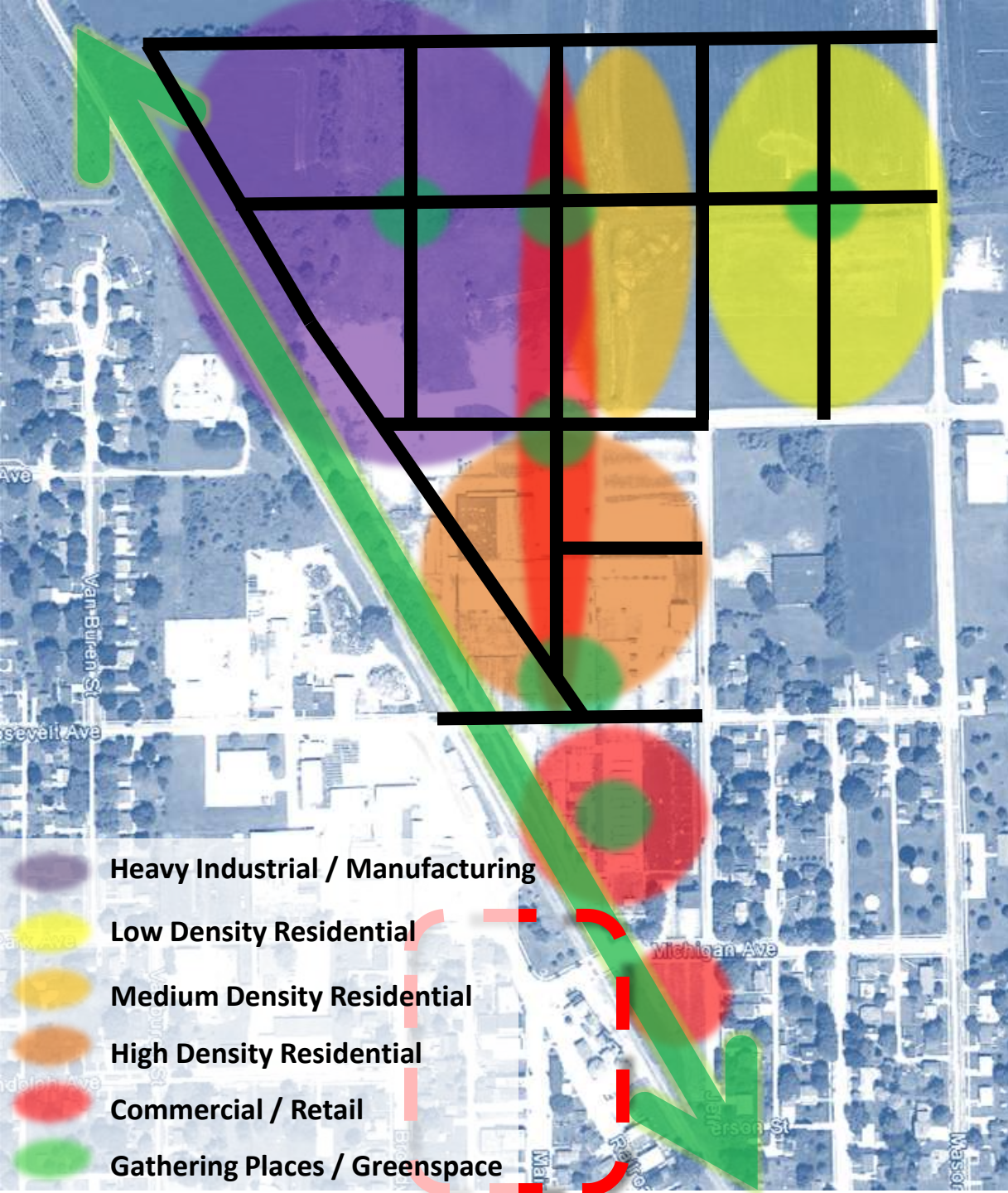
Mixed-Use Urban Village

Description:

Similar elements as #1, but more intense/dense and mixed to address current market demands (rentals, low-maintenance, retirement, assisted living, etc.). Begins to make a 'place'.

Elements Include:

- Medium & High Residential development (different types)
- More expansive Commercial/Retail Development w/LiveWork units
- Industrial/Mfg./Research
- Gridded street system
- Park + Urban Parklets
- Recreational Trail
- **Redevelopment of Downtown (critical)**



Heavy Industrial / Manufacturing

Low Density Residential

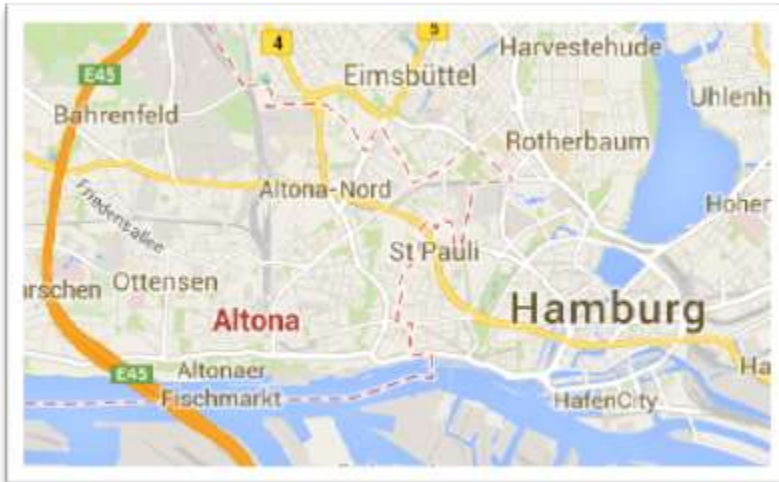
Medium Density Residential

High Density Residential

Commercial / Retail

Gathering Places / Greenspace

The year 1848 saw revolutions in many European countries, including Germany, as people sought political and religious freedoms. Also that year, Wisconsin gained statehood. And to the forests between Lake Michigan and Lake Winnebago in Wisconsin came German settlers from Schleswig-Holstein. They founded New Holstein in Calumet County.



Place Statement:

New Holstein

A community proud of its **German Heritage** that leverages its regional **agricultural resources** and **emerging business clusters** to become a **Craft Beer Industry** destination.

Core Themes

Community Driven

Welcoming gateway

German Heritage

Mixed-use - Retail, Office and Residential

Craft Beer/Wine Industry

Connect to Downtown

Authentic, defined spaces

Activities/Events

Gathering spaces/Sociability

Communications

Town of New Holstein

City of New Holstein

Tift Av

Roosevelt Av

Michigan Av

Jackson St

Albion

FORMER TECUMSEH SITE

City of New Holstein

0 100 200 400 600 Feet



Guiding Principles:

- Establish framework for community leadership and ongoing participation
- Provide gateway that welcomes people to a German-themed neighborhood
- Create design standards that incorporate German architecture features
- Create mixed-use, connected development
- Identify and recruit business clusters in the Craft Beer/Wine Industry
- Provide enhanced link to Downtown historic district
- Identify small business/retail area and an authentic Biergarten
- Offer activities and events for all ages
- Provide amenities and gathering areas for future tourists/visitors
- Develop a consistent brand for business recruitment and tourism

FORMER TECUMSEH SITE

City of New Holstein

0 100 200 400 600 Feet



Concept #4

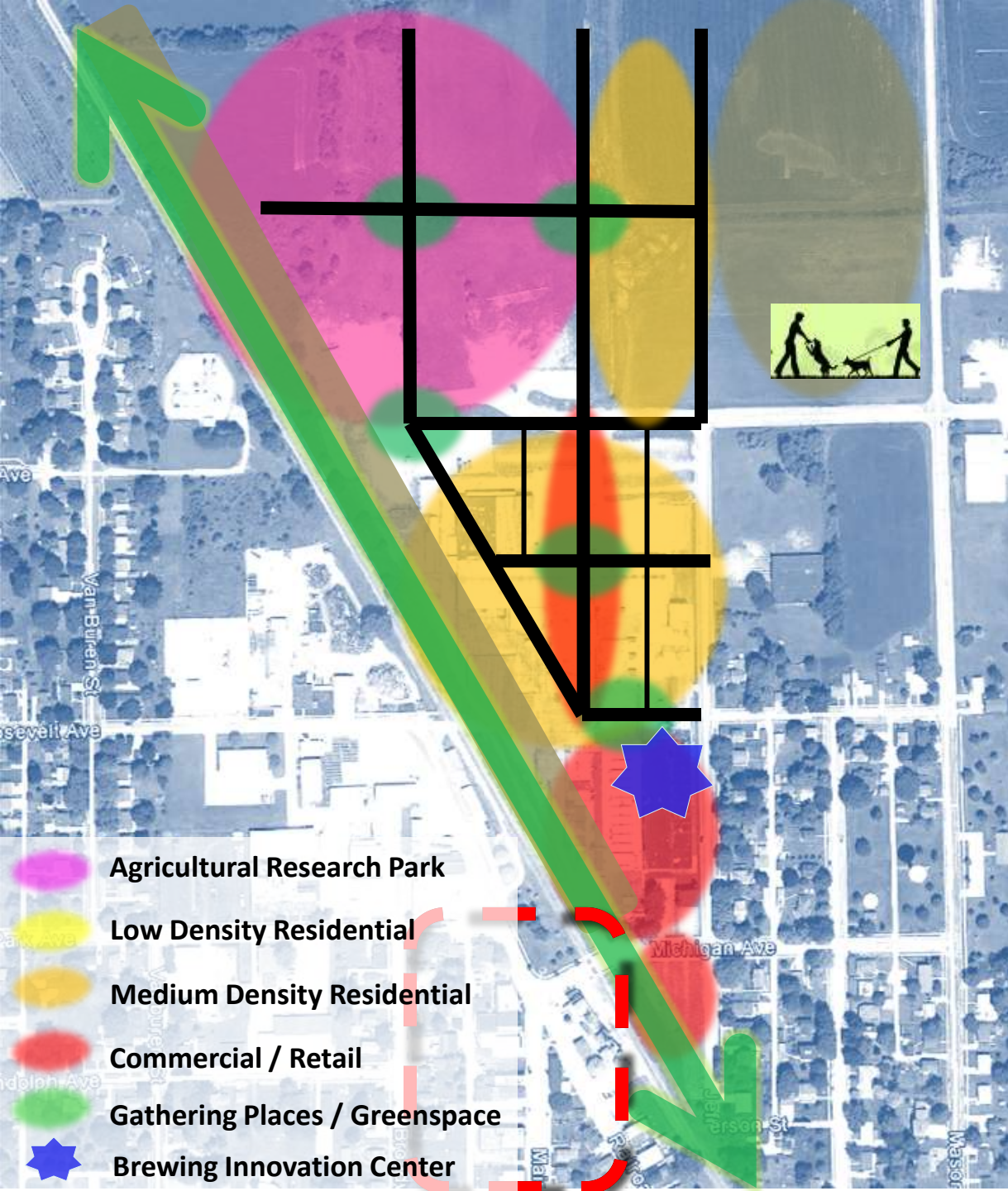
German Heritage

Description:

Combine 1 & 2 with elements of German Heritage with a jobs focus on Regional and Local (Niche) Agricultural Markets

Elements Include:

- German-Themed Architecture
- Public Gathering Spaces
- Mixed Use / Pedestrian Oriented Streets
- Retail / Office
- Industrial (Beer/Wine Cluster)
- Niche Urban Ag Opportunities
- Resident/Business Amenities
 - Trail
 - Dog Park
- **Downtown Redevelopment (critical)**



LITTLE CHUTE DESIGN MANUAL

Adopted by the Village Board on August 26, 2009

V. LITTLE CHUTE *Design Guidelines*

The Vision for Little Chute

Creating and retaining the vision of a heritage destination will become a critical challenge of Village of Little Chute government as the Village will become a tourist destination after the authentic, full-scale, working windmill is built in 2010. Working with developers to form new ideas in commercial and housing developments to achieve the character and identity of an established Old World European community while meeting business needs is often a delicate balance. It is the desire of this community to remain strong in its vision by retaining its long term integrity through the reflection of the buildings and signage in our community.

With the following design parameters, the Village of Little Chute hopes to lay the groundwork necessary for you to become a working part of our community. Old World European architecture, colors and key building elements will be explained to help you make an informed decision about building anew or updating an existing business or sign in Little Chute.

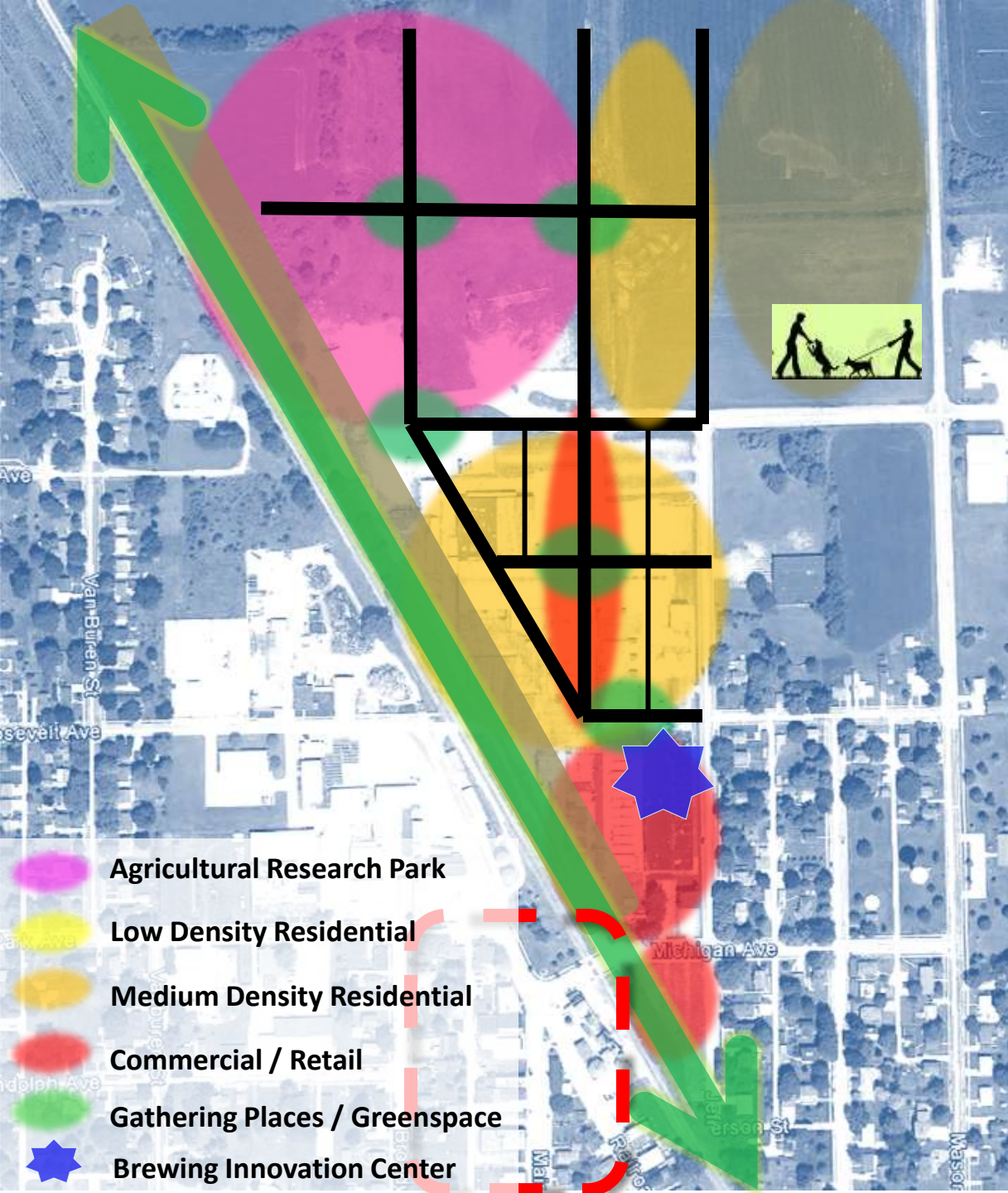


Others are
Doing it!

Concept #4

German Heritage

So what
could
this look
like?



GATHERING PLACES

German Heritage



RETAIL

German Heritage



EMPLOYMENT

German Heritage

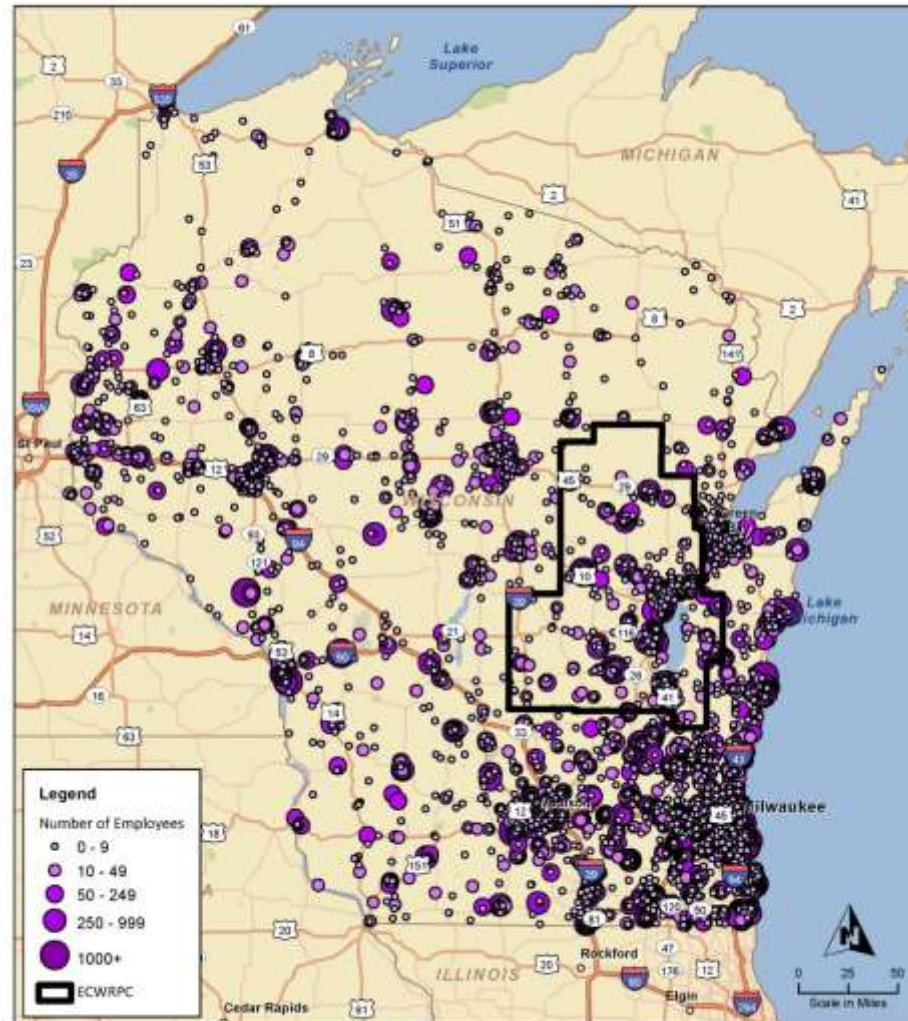


Craft Brewing Industry Clusters

1. Agriculture (Hops/Grains/Grapes)
2. Brewing Suppliers
 - Equipment & Supplies
 - Ingredients & Processing (Malt, Hops, Stabilizers)
 - Milling & Grain Handling
 - Packaging & Dispensing
3. Brewpubs/Microbrews
4. Restaurants
5. Events
6. Research & Training Center
7. Wine Ingredients & Supplies

Industry Clusters

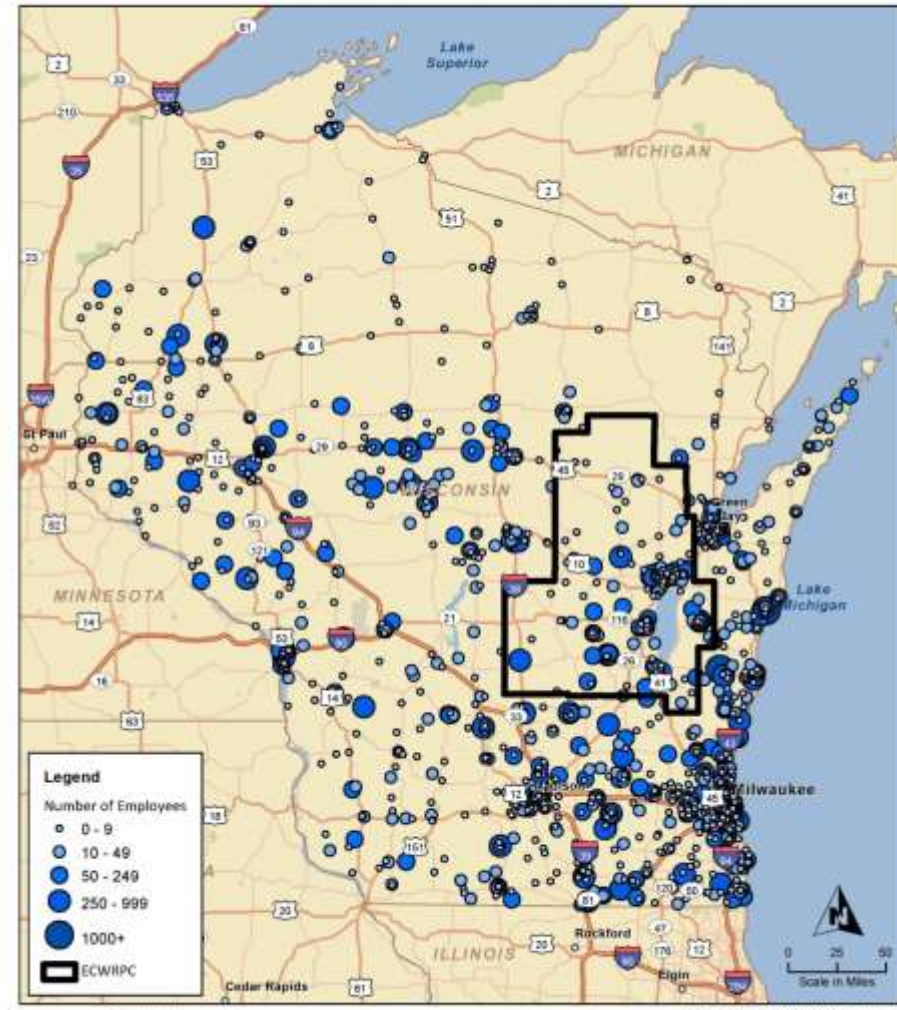
NAICS Code 33 - Machinery, Equipment, and Metal Products Cluster



246,683 total employees in the state.
30,264 in ECWRPC Region or 12.3%

MAP 22

NAICS Code 31 - Food, Beverage, & Textile Cluster



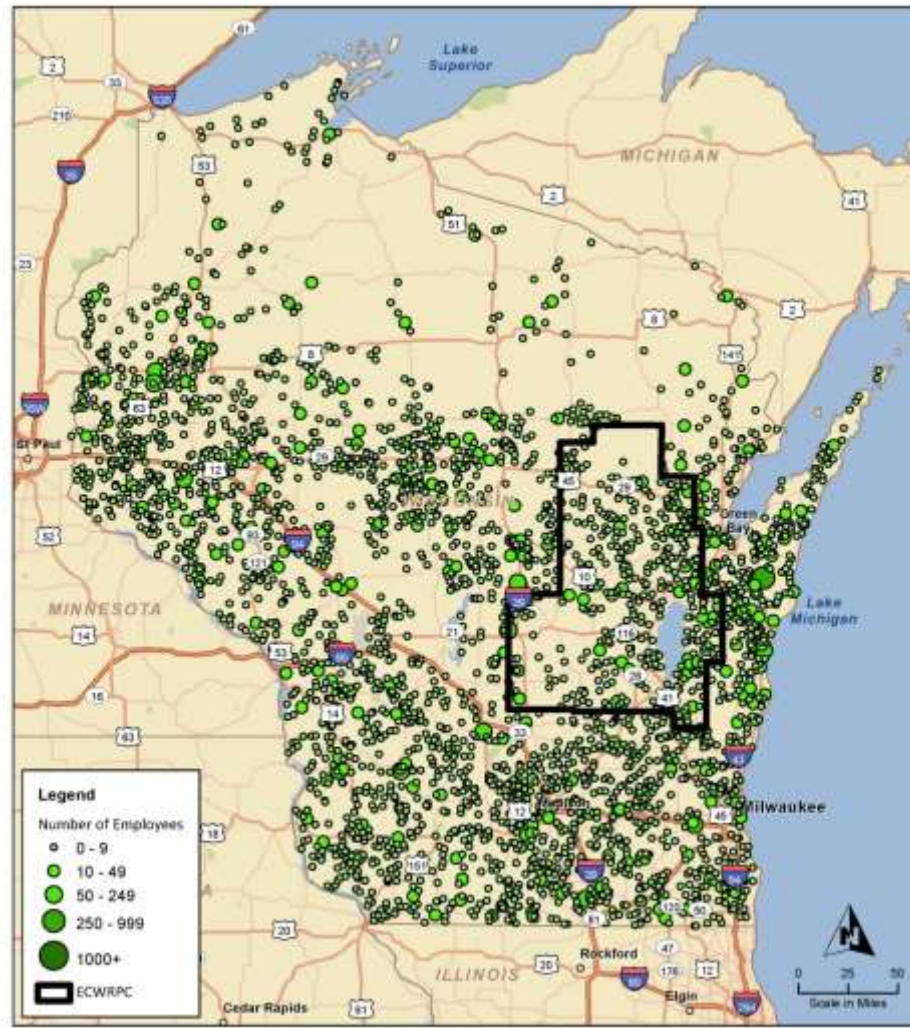
60,081 total employees in the state.
8,237 in ECWRPC Region or 13.7%

MAP 7



Industry Clusters

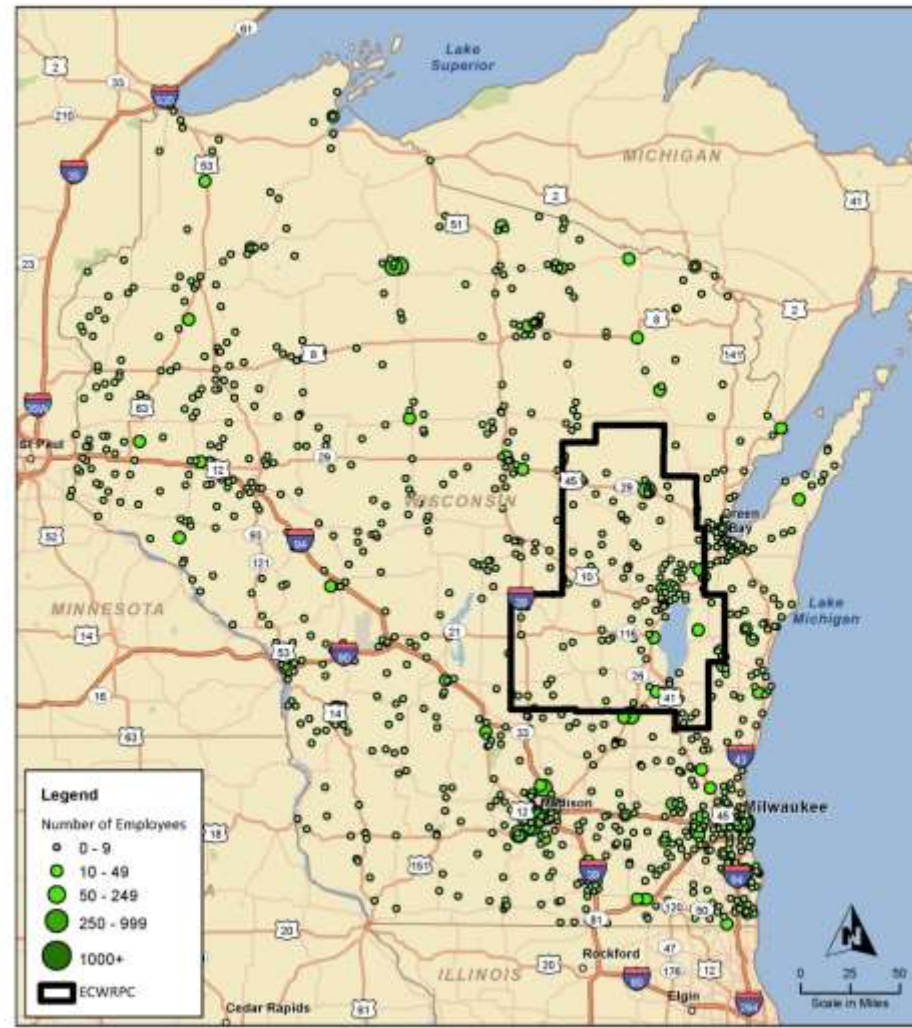
NAICS Code 111/112 - Crop and Animal



14,227 total employees in the state.
1,861 in ECWRPC Region or 13.1%

MAP 3

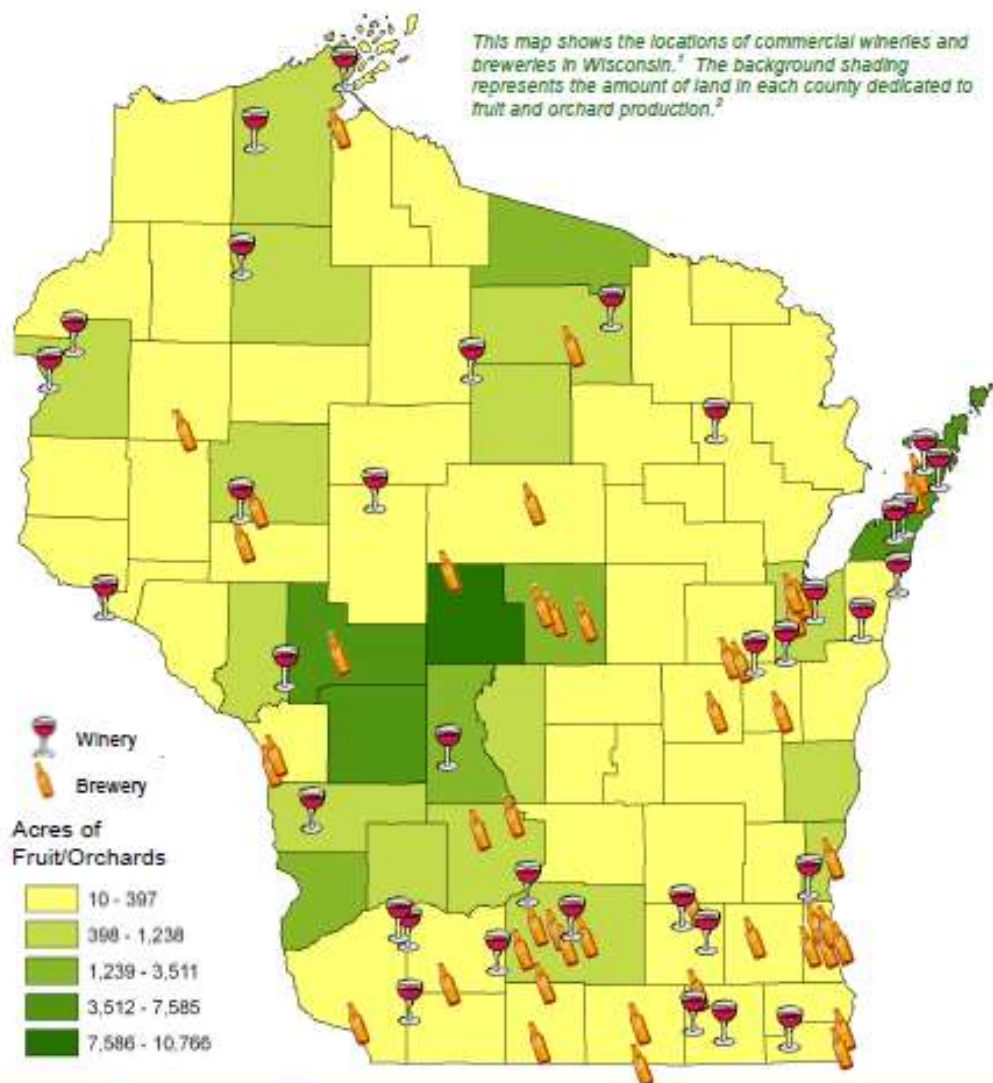
NAICS Code 115 - Support Activities for Agriculture and Forestry



5,452 total employees in the state.
421 in ECWRPC Region or 7.7%

MAP 6

Wisconsin Wineries and Breweries



Map created by Dan McFarlane,
Center for Land Use Education, 2010.
¹ Wisconline. Attractions.
www.wisconline.com. Accessed May 2010.
² U.S. Department of Agriculture. 2007
Census of Agriculture.

STATE DATA

TOTAL BREWERIES

ANNUAL PRODUCTION

PRODUCTION GROWTH (2011-12)

BREWERIES PER 500,000 PEOPLE

BREWERY DATA

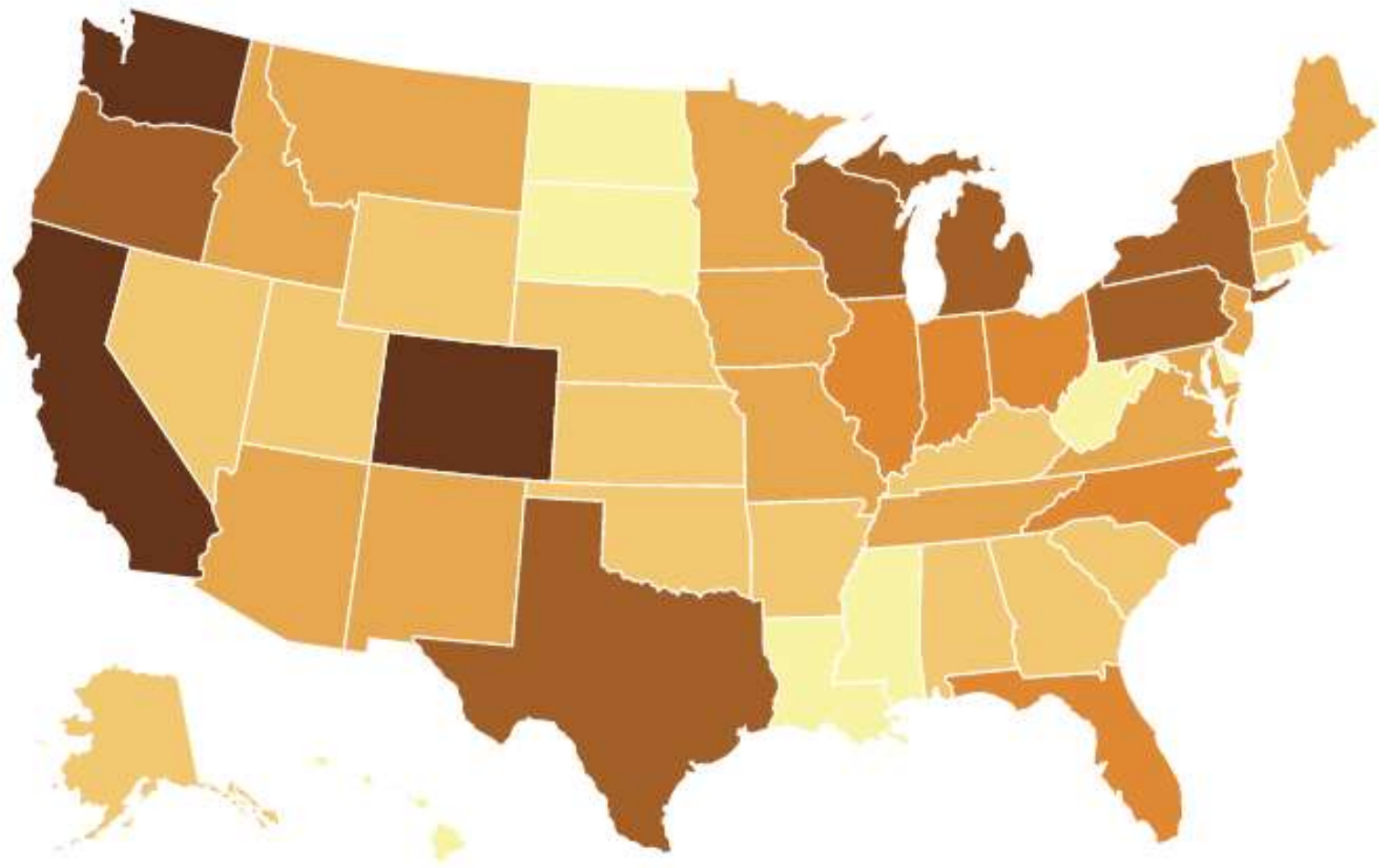
FIFTY LARGEST BREWERIES

FASTEST-GROWING BREWERIES

NEW BREWERIES (OPENED IN 2012)

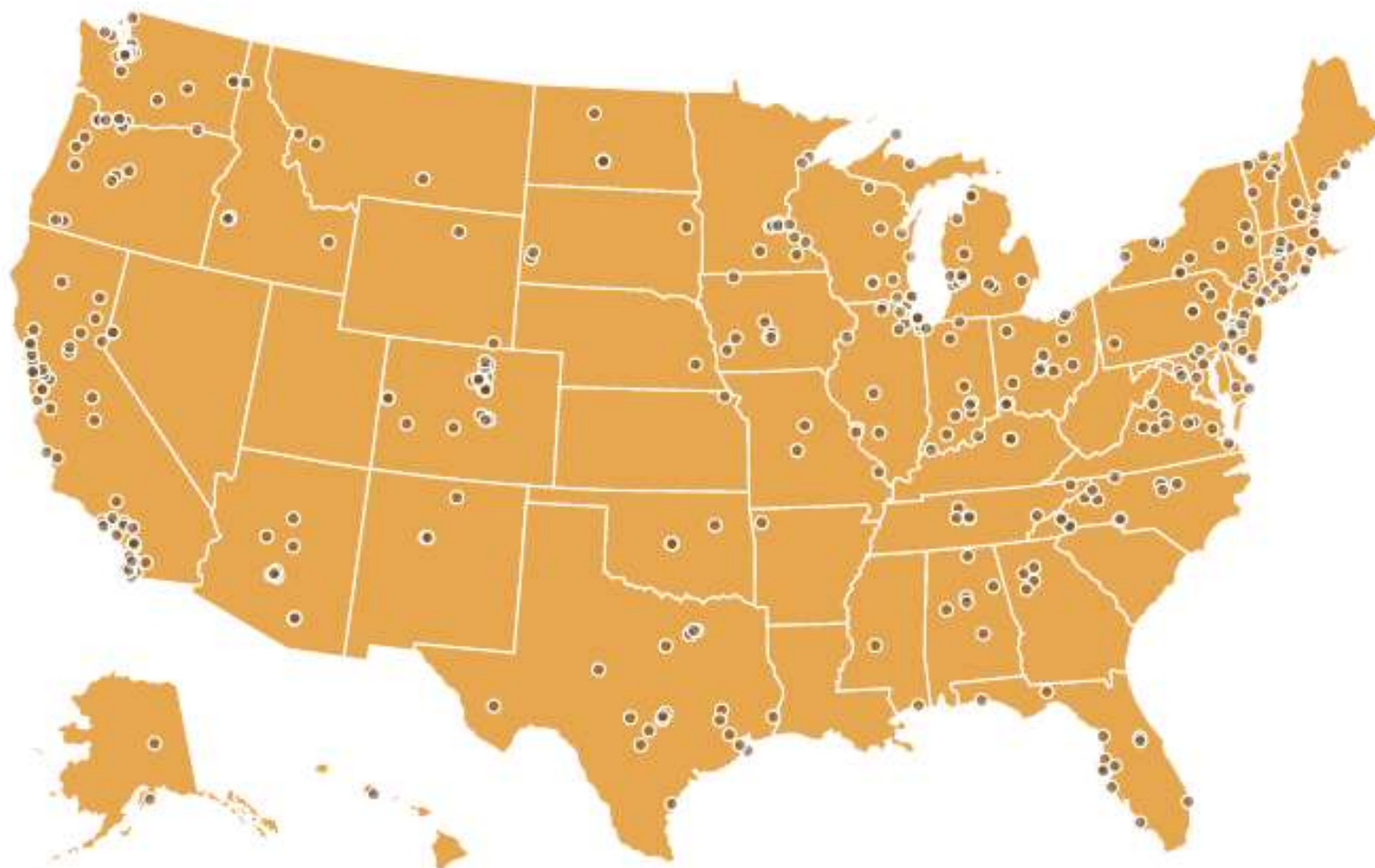
LESS

MORE

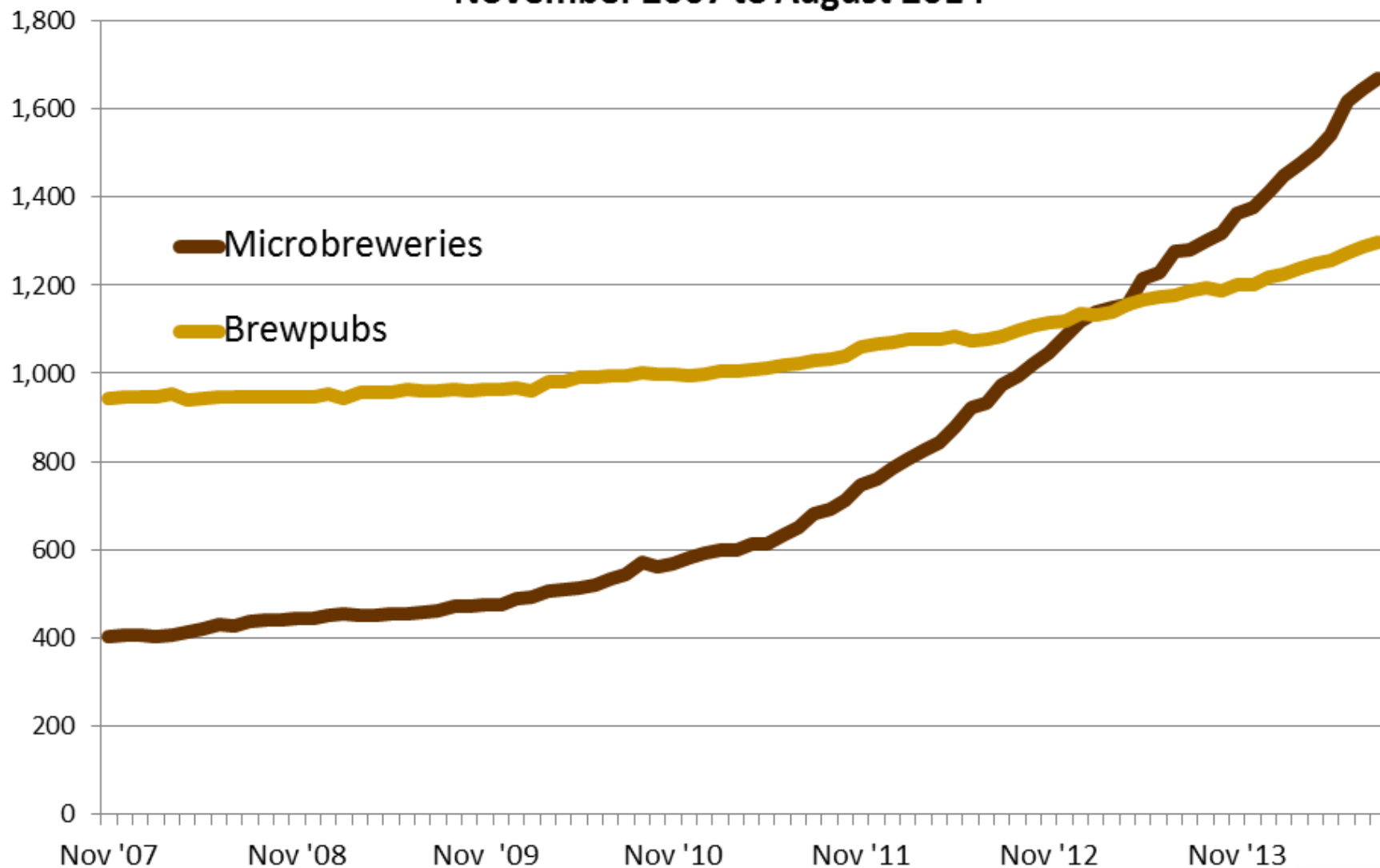


STATE DATA **TOTAL BREWERIES** ANNUAL PRODUCTION PRODUCTION GROWTH (2011-12) BREWERIES PER 500,000 PEOPLE

BREWERY DATA FIFTY LARGEST BREWERIES FASTEST-GROWING BREWERIES **NEW BREWERIES (OPENED IN 2012)**



Number of Microbrewery and Brewpub Facilities; November 2007 to August 2014



U.S. BEER SALES 2013

**OVERALL
BEER**
-1.9%

196,241,321 bbls

17.2%
CRAFT

15,302,838 bbls

**IMPORT
BEER**
-0.6%

27,539,358 bbls

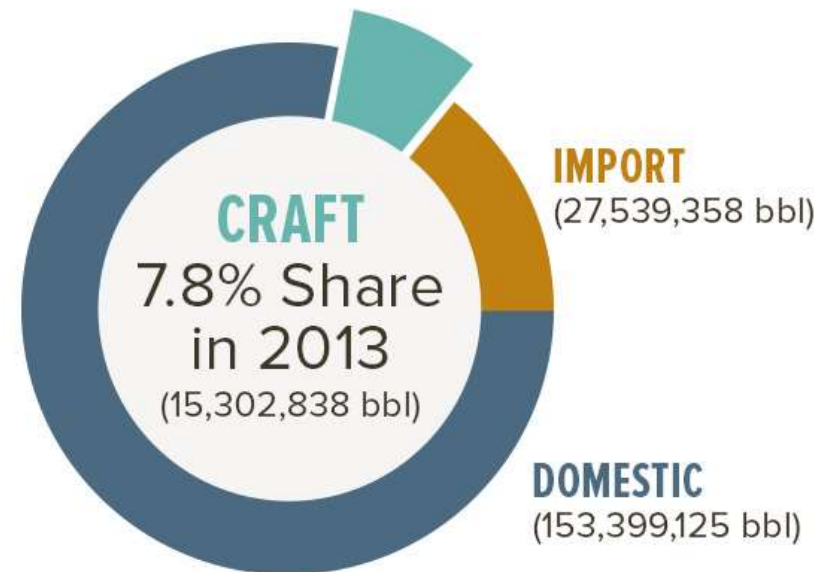
49%
**EXPORT
CRAFT
BEER**

282,526 bbls

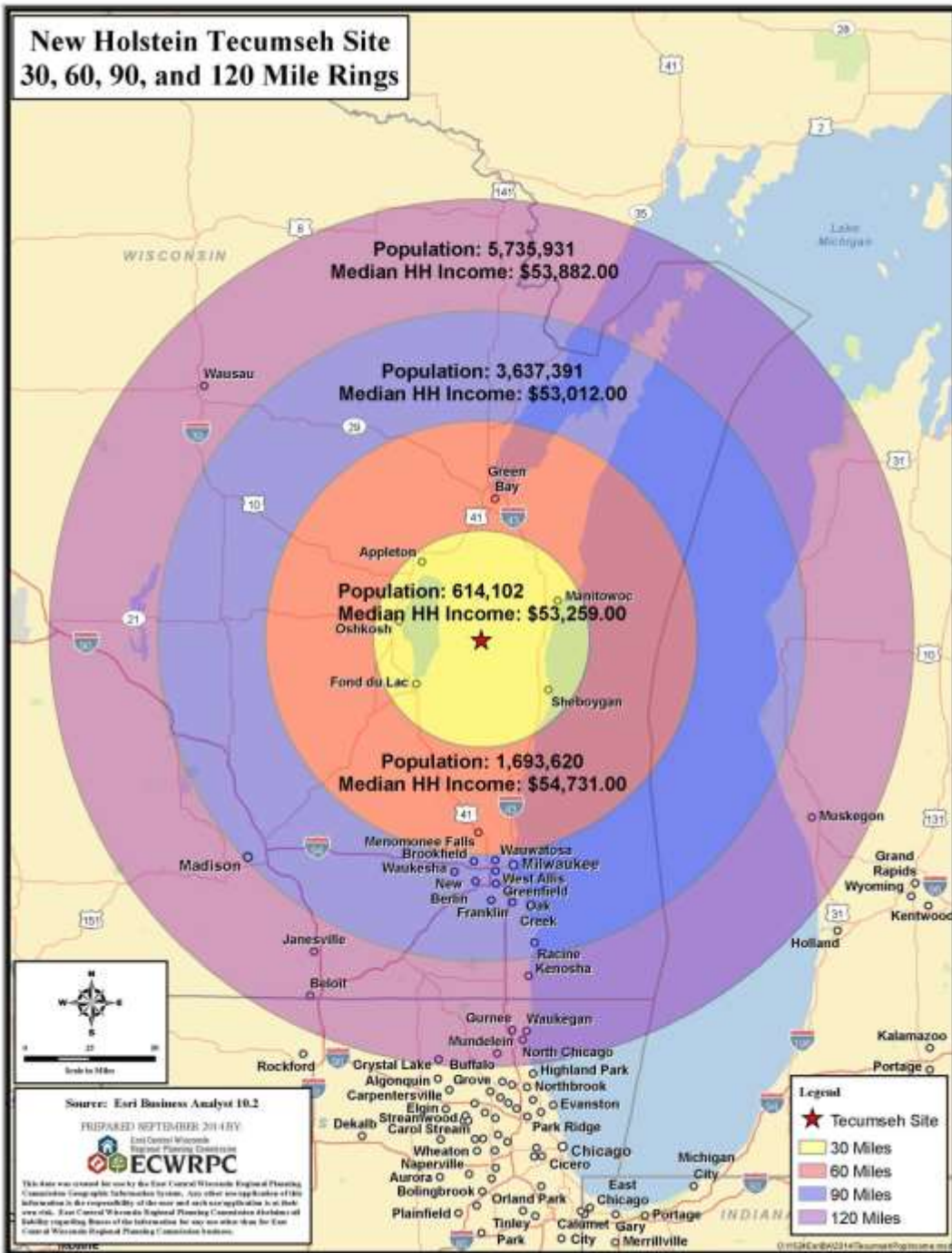
OVERALL BEER MARKET
\$100 BILLION

CRAFT BEER MARKET
\$14.3 BILLION

20% DOLLAR SALES GROWTH



New Holstein Tecumseh Site 30, 60, 90, and 120 Mile Rings



Geography & Market Area

Economic Development Alignments & Potential Partners

new north the new north



Home | Newsroom | Available Sites | InSource Newsletter | Subscribe | You're Welcome

WHY WISCONSIN ENTREPRENEURS & INNOVATORS GROW YOUR BUSINESS EXPORTING

**TOOLS,
RESOURCES AND
EXPERTISE CREATE
BUSINESS LIFT
IN WISCONSIN.**



LAKE SHORE INDUSTRY CLUSTER INITIATIVE



The Lakeshore Industry Cluster Initiative engages businesses in Industry Cluster Networks to analyze and leverage assets and opportunities for additional business growth and development. The targeted industries of the Lakeshore Industry Cluster Initiative include: **Manufacturing, Food Processing/Agriculture, Energy and Tourism.**

This exciting, collaborative effort for the region is led by the Economic Development Corporation of Manitowish County with economic development organizations in Oaer, Calumet, Kewaunee, and Sheboygan Counties participating. A half-day kick-off event launched the initiative on the morning of Tuesday, August 28, 2012 at Fox Hills Resort (Mishicot).

It is not too late to get involved - see the meeting schedule below and notes posted under each Industry section button. Businesses can join in at any point in the process. If you would like to receive cluster updates and meeting

notices please **CLICK HERE** to be added to the mailing list.

Upcoming Meetings & News for Individual Clusters

Energy Cluster - Energy Market Capacity Report presentation - September 17th, 8 a.m.
Community House, 1717 East Park Street, Two Rivers WI 54241 Bohringer Room - Lower Level
- Northwest Wisconsin Energy Market Capacity Study

Manufacturing Cluster - Next meeting to be determined - November date. Presentations from Bay Shipbuilding now available!
Manufacturing Directory is now live! Check it out by **CLICKING HERE!**

Food Processing / Agriculture Cluster - Next meeting to be determined November.

Tourism Cluster - Date TBD - Watch for Updates.

E·D·A
U.S. ECONOMIC DEVELOPMENT ADMINISTRATION

A bureau within the U.S. Department of Commerce

ABOUT • HOW TO APPLY • FUNDING OPPORTUNITIES • CASE STUDIES • EDA TOOLS • NEWSROOM • CONTACT

**FUNDING
OPPORTUNITIES**



Economic Development



About Us

Calumet County is the second fastest growing county in Wisconsin, which means business opportunities are plentiful. We are part of the Fox Cities, a region with a labor force of nearly 800,000 within 50 miles. We are a growing area; our region has grown 12.0% since 2000 (twice as fast as Wisconsin as a whole, and 19% above the national average), making us one of the largest and fastest-growing regions in the state.

Manufacturing accounts for approximately 30% of all county jobs and includes well known companies such as Ariens, Brillion Iron Works, Amerigroup and Endries. We also have several major food processing firms such as Briess, Sargento, and Bal Gioso. Our agricultural sector is very strong and provides jobs for 19% of our residents.

EMPLOYMENT
German Heritage



HOUSING

German Heritage



URBAN AGRICULTURE

German Heritage



The background is a complex, abstract composition. On the left, a large green arrow points diagonally upwards. A prominent black crosshair is centered over a pink circular shape. To the right of the crosshair is a yellow vertical bar. The background is divided into several color fields: a blue textured area on the left, a dark blue area at the top right, and a white area with faint horizontal lines on the bottom right. The text 'QUESTIONS? DISCUSSION?' is overlaid in the center, with a slight shadow effect.

**QUESTIONS?
DISCUSSION?**

NEXT STEPS

Redevelopment Schedule

Tentative as of September 10, 2014

Master Planning

Public meetings – Placemaking	August to October 2014
Completion of Master Plan	December 2014
CDA and City Council approval of Master Plan	Early 2015
Pre-development marketing and public relations	December 2014-Ongoing

Public Redevelopment Funding

Tax Increment Financing (TIF) Redevelopment Plan	Mid 2015
TIF Plan budget	Mid 2015
Redevelopment grant applications	Fall 2015

Property Acquisition

Pre-development environmental planning	Mid 2015
Legal preparation	Mid 2015
Resolution of outstanding property taxes and fees	Mid 2015



Redevelopment Schedule Cont.

Tentative as of September 10, 2014

Marketing and Developer Selection

Developer(s) Request For Proposals (RFP)

Early 2015

Developer(s) selection

Mid 2015

Demolition and Site Reclamation

Final demolition and site reconstruction plan

Late 2015

Environmental remediation

Late 2015

Demolition

Early 2016

Site reconstruction

Mid 2016

Development Implementation

Close sale of land to developer

Mid 2016

Project environmental remediation

Mid 2016

Project construction

Late 2016



Frequently Asked Questions

- A FAQ sheet has been created to share information about the Tecumseh Redevelopment Site
- More info can be found on the Facebook Page at:
<https://www.facebook.com/TecumsehNewHolstein> or
www.stadtmuellerandassociates.com
- The FAQ will continue to be updated
- Do you have any additional questions to add to the FAQ?
Contact us via e-mail, website, Facebook , phone!



THANK YOU!

